BROADCASTING

combined with

Broadcast Advertising

Published Semi-Monthly • Vol. 4 No. 9

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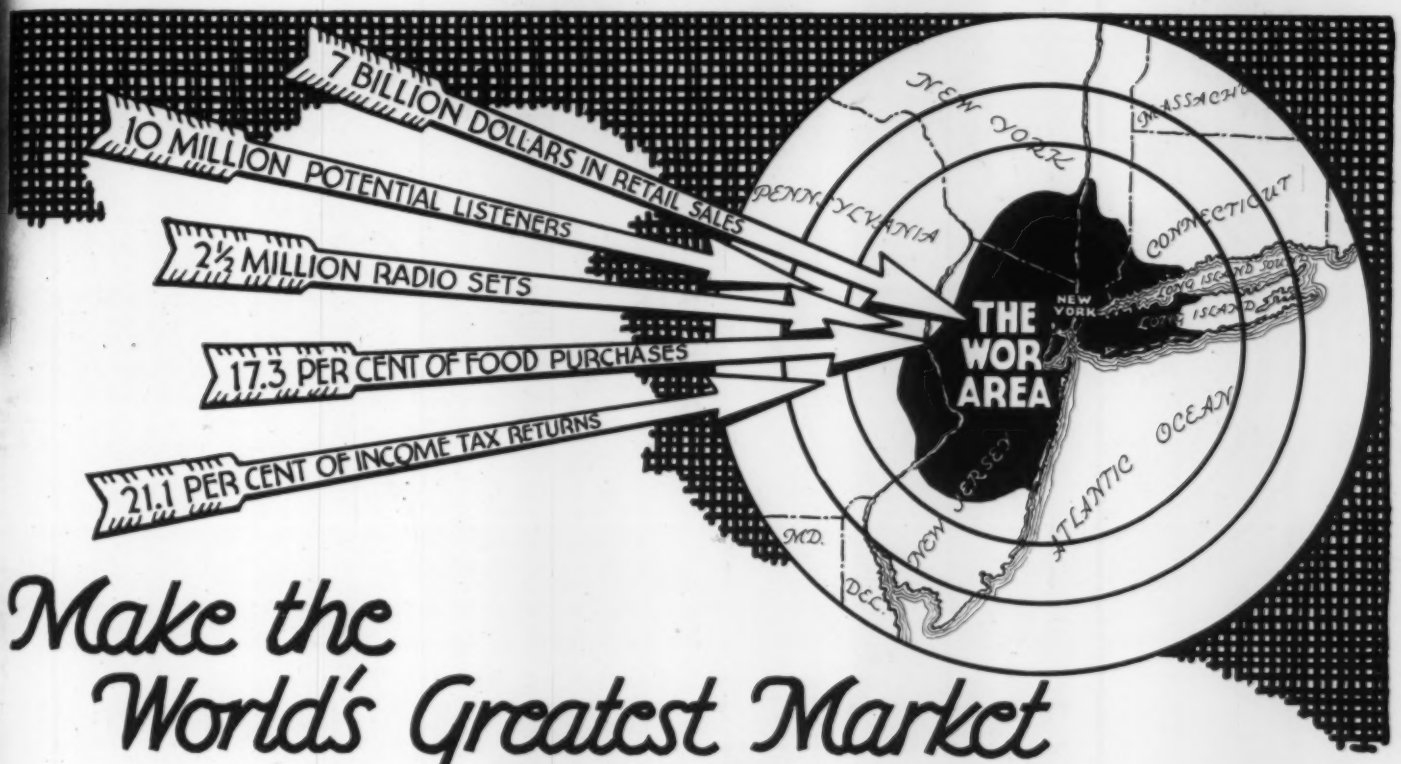
WASHINGTON, D. C.
MAY 1, 1933



Make the World's Greatest Market your Sales Target!

SALES strategy today calls for selective selling. You must make every shot count. This you can do by concentrating on your best markets. Start by concentrating on Market Number 1—the New York Metropolitan area! Here you can secure maximum sales results from every dollar you invest.

WOR offers you effective coverage and complete acceptance for your radio advertising in the entire New York Metropolitan area without costly excess coverage — at an astonishingly low cost per potential listener. Investigate!

WOR

America's Leading Independent Station Serving Greater New Jersey and New York Metropolitan Area

BAMBERGER BROADCASTING SERVICE, INC., NEWARK, NEW JERSEY

New York Business Office: 1440 Broadway

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An 8 to 1 Bet

3300 UNION GUARDIAN BLDG.
DETROIT, MICHIGAN

1260 GRAYBAR BUILDING
NEW YORK, N. Y.

EARNSHAW-YOUNG, INC.
PETROLEUM SECURITIES BUILDING · LOS ANGELES
714 WEST TENTH STREET

EY

ADVERTISING

April 10, 1933

Mr. Warwick S. Carpenter,
Broadcasting Publications, Inc.,
29 East De La Guerra,
Santa Barbara, California.

Dear Mr. Carpenter:

As you know, we have used Broadcasting for advertising purposes to interest prospective sponsors of radio programs in our production of radio plays, and naturally other advertising agents and advertising managers see these advertisements and as they have asked us why we use this medium, I thought you might be interested in the reasons therefor.

The reason is quite simple. We tabulated the replies received giving reference to Broadcasting, and those received giving reference to another periodical that we used at the same time, and found that the number of replies received through the medium of Broadcasting was eight times that of the other periodical.

Can you wonder, therefore, that we are again using your periodical of April 1st for the purpose of acquainting prospective sponsors and advertising agents that our production "Growin' Up" is available for territory East of the Mississippi River.

Very truly yours,

EARNSHAW-YOUNG, INC.,

R. E. Messer

Production Manager

R.E.Messer
EF

Write For Information Regarding Rates — Coverage and Other Data

BROADCASTING
Broadcast Advertising

NATIONAL PRESS BUILDING WASHINGTON, D. C.

Closing Dates for Advertising copy

May 15 Issue - - - May 8
June 1 Issue - - - May 22
June 15 Issue - - - June 8
July 1 Issue - - - June 22

Published semi-monthly by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under Act of March 3, 1879.

Prices PLAINLY MARKED

WSM Nashville has just one low rate. It applies to all, under all circumstances. There is no "local" rate. There are no secret rebates or discounts or concessions of any kind. WSM's coverage, popularity and actual results for advertising make it the biggest buy in radio today. So it is shrewd to buy WSM, Nashville, but you don't have to be shrewd to buy it.

Owned and Operated by
THE NATIONAL LIFE & ACCIDENT INSURANCE COMPANY, INC.
NASHVILLE, TENNESSEE

EDWARD PETRY AND COMPANY
Exclusive National Representatives
NEW YORK CHICAGO SAN FRANCISCO

Cleared Channel — Unlimited Time

WSM

NBC Affiliate — 50,000 WATTS — 650 Kilocycles

"SHIP AHOY"

"STEAMBOAT BILL" finds WCCO

The Best "PORT OF ENTRY" to the Great Northwest

Three times a week this beloved radio character steams into countless thousands of homes throughout the Northwest with his good ship—

MALT-O-MEAL

—bringing happiness and health to boys and girls.

Campbell Cereal Company, Northfield, Minnesota, provides the "cargo" in the form of Malt-O-Meal—"The delicious breakfast cereal with the toasted caramel flavor."

Rogers & Smith Advertising Agency, Chicago, pioneers and leaders in Broadcast Advertising, supplies the "pilot" and "power" in a program that has been unusually successful.

WCCO, Minneapolis-St. Paul, offers the "best port of entry" to the homes of this great territory.

It's a winning combination

COLUMBIA

NORTHWESTERN BROADCASTING Inc., Minneapolis, Minn.

RADIO SALES, INC., 485 Madison Ave., New York; 410 N. Michigan Ave., Chicago

BROADCASTING
and
Broadcast Advertising

VOL. 4 NO. 9 WASHINGTON, D. C. MAY 1, 1933 $3.00 PER YEAR—15c A COPY

A. P. and A. N. P. A. Declare War on Radio

Wire Service Curtails Local News Broadcasts, Bans Nets; Publishers Recommend Charge for Program Listings

AN OPEN BREAK between broadcasting and the press, with newspaper publishers in general casting aside entirely the proved fact that they can use radio cooperatively to their own promotional ends and profit, appears to be the design of the radio resolutions adopted by the Associated Press April 24 and the American Newspaper Publishers Association April 26 at their annual meetings in New York.

The A.P. resolution, which is mandatory upon the more than 1,000 member newspapers whether or not they own, are corporately interested in or are otherwise affiliated with radio stations, is designed to curtail the use of A.P. news and local news of its member papers for broadcasting purposes. It bans entirely the furnishing of news, even the briefest bulletins, to the networks.

The A.N.P.A. resolution, which is recommendatory, declares that radio program listings in newspapers are advertising and should be paid for as such. It is fair to assume that publishers will continue handling this matter as they see fit, for the resolution is not mandatory and the situation varies in various cities.

Other Services May Follow

THAT the United Press will follow the action of the A.P. seems a foregone certainty in view of a previous written avowal of that intention by Karl Bickel, U.P. president. Whether the International News Service, Hearst press association, will follow suit was questioned in many quarters, but earlier indications were that it would, despite Mr. Hearst's well known friendship toward radio and despite the local news tieups practically all of his newspapers have with radio stations.

As BROADCASTING went to press, it was learned that local restrictions on radio use of U.P. news had been ordered, but their nature was not made known at the time. U.P., along with A.P. and I.N.S., has not furnished news to the networks since the November elections, though they continued to permit local broadcasts.

The A.P. resolution, published in full text on this page, besides barring chain broadcasts of its news entirely, limits local broadcasts to "brief bulletins covering events of major local, national or international importance." It provides that when such local news broadcasting is done, whether by a member owning a station or simply using one, assessments shall be levied pro-rata on those newspapers in order to bring down the assessments on non-broadcasting newspapers. News broadcasts are in no way to be connected with commercial programs.

The resolution, introduced by James G. Stahlman, publisher of the NASHVILLE BANNER and president of the Southern Newspaper Publishers Association, authorized the A.P. board of directors to draw up regulations covering its provisions. The regulations limit bulletins to 30 words, excepting sports events, but say nothing about assessments. The board's regulation resolution follows in full text:

Recognizing that any action at this time must be tentative, the board prescribes the following regulations:

Resolved, That Associated Press news of major local, national and international importance may be broadcast only by a member over a broadcasting station located at the place of publication in a brief bulletin form of not more than thirty words each, and one bulletin only on any one subject. Sports events need not be subjected to the thirty-word or one-subject limitations. Such bulletins shall be broadcast only within the hours of publication of the member, with full credit to The Associated Press and the member newspaper broadcasting. [Morning paper hours are from 4 p. m. to 3:30 a.m.]. Such broadcast of bulletins shall in no way be connected with commercial programs; that E. O. S. material, which is not subject to limited hours of publication, is excepted, but such matters shall be subject to the thirty-word limitation. And be it further

Resolved, That all resolutions heretofore adopted by the board concerning broadcasting inconsistent with this resolution be rescinded.

That concerning the recommendation of the membership that added assessments be imposed upon members broadcasting, this question, involving many complications, is deferred for further study.

In pursuance of its policy to protect the news reports of The Associated Press, the suit now pending in the Federal court to prevent the unauthorized use by radio of such news reports will be vigorously prosecuted.

Networks Aren't Worried

NETWORK executives declared they were not particularly concerned about the finally expressed attitude of the A.P., inasmuch as they had not been getting A.P. news bulletins since the 1932 elections anyhow. They indicated they would continue broadcasting spot events as heretofore, using their own Morse and teletype systems for relaying news flashes gathered by the newspapermen who are preponderant on their staffs.

The networks are not as interested in news bulletins as they are in spot coverage, such as they recently demonstrated during the inauguration, the banking crisis, the California earthquake and the Akron disaster. It is to be expected that they will continue such broadcasts with renewed vigor in the face of the open opposition of the press. Indeed, news has regularly been carried over the networks from Washington ever since President Roosevelt took office, being gathered by trained reporters on the payrolls of the networks.

As for news commentators, a high network executive declared that most of them are working reporters themselves who cannot come under the A.P. ban if they gather their news personally or verify news tips that come to them. One commentator uses the telephone extensively to follow up tips from hundreds of associates in all parts of the country.

News commentators were particularly the target of criticism at the A.P. sessions. Roy W. Howard,

A.P. and A.N.P.A. Radio Resolutions

A.P. RESOLUTION

Be it resolved, That it is the sense of this meeting that the Board of Directors shall not allow any news distributed by The Associated Press, regardless of source, to be given to any radio chain or chains; and be it further

Resolved, That no member newspaper of The Associated Press shall be allowed to broadcast its local news or news furnished by The Associated Press, other than brief bulletins covering events of major local, national or international importance with credit to The Associated Press and the member newspaper, and then only over an individual radio station located at or near the place of publication of the member paper broadcasting; and be it further

Resolved, That it is the sense of the meeting that the Board of Directors shall promulgate at once rules and regulations covering the hours of such news bulletin broadcasts so as to distinguish between morning and evening members, fix a schedule of additional assessments to be applicable solely to those member papers which broadcast Associated Press news, the revenue from which shall be applied to a pro-rate reduction of assessments paid by non-broadcasting members; take all steps necessary to protect the news report of The Associated Press from pilfering or such other illegal use by radio news commentators or others; and define the meaning of "brief bulletins" in conformity with the text and spirit of this resolution; and be it further

Resolved, That all resolutions, heretofore adopted by the membership in conflict with this resolution, be and the same are hereby rescinded and declared null and void.

A.N.P.A. RESOLUTION

Whereas the daily programs of radio broadcast stations offered to newspapers for publication as news matter are nothing more nor less than advertising; and

Whereas there appears to be no sound reason for the treatment of such programs other than as advertising matter;

Therefore be it resolved that it is the sense of this association that in the future newspapers should not publish such programs free of charge and should publish them, when offered, only as advertising matter, to be paid for as other advertising is paid for.

president of the Scripps-Howard Newspapers and an official of the United Press, declared the problem was not so much the broadcasting of news bulletins as the stopping of "news pilfering" by radio commentators whose words could be heard before newspapers were distributed. Mr. Howard said the U.P. and probably the I.N.S. would follow the course of the A.P.

From reports emanating from the A.P. sessions, it would appear that radio had few defenders, even among the many publishers owning or corporately interested in radio stations. According to the NEW YORK TIMES, Adolph S. Ochs, its publisher and an A.P. director, who is neither directly or indirectly interested in broadcasting, asserted his belief that member newspapers should have the right to broadcast news on extraordinary occasions if they chose to do so. He said he believed such bulletins on the radio whetted the public's appetite for the newspaper's full accounts and therefore really helped the newspapers.

Mr. Ochs was convinced broadcasting could not do the newspapers harm. While expressing the belief that the news gathered by the A.P. belonged to the members to do with as they saw fit, Mr. Ochs was quoted in his newspaper as suggesting that "the newspapers should not stick their heads in the sand," for he said that radio would find a way to broadcast news of extraordinary importance regardless of what the A.P. decided to do.

Survey of A.P. Members

THE A.P. action follows not only a long agitation by the anti-radio members, but may be regarded as the direct outcome of a survey conducted by its president, Frank B. Noyes, publisher of the WASHINGTON STAR. Most of the 1,197 American members of the A.P. responded to the referendum. Questions asked and a summary of the replies follow:

1. Do you favor permitting broadcasting of brief A.P. bulletins of news of E.O.S. (extraordinary service) importance. Yes, 264 representing weekly aggregate assessments of $38,915. No, 768 representing $99,488.

2. Do you favor denial of any A.P. news whatever for broadcasting by chains regardless of the course adopted by other news-gathering agencies? Yes, 696 representing $97,944. No, 306 representing $42,621.

3. Do you favor permitting broadcasting by members? Yes, 433 representing $78,813. No, 577 representing $59,977.

4. Do you favor limiting such broadcasting to bulletins on wire news, giving broader latitude on local news? Yes, 472 representing $67,757. No, 234 representing $33,001.

5. Do you favor making an additional assessment on members using A.P. reports for broadcasting? Yes, 604 representing $64,919. No, 271 representing $54,445.

Re Local Broadcasts

6. DO YOU favor denying members permission to broadcast any news belonging to the A.P., whether wire or local, disregarding the advantages, both financial and of prestige, that would accrue to competing news agencies who permit such broadcasting? Yes, 516 representing $58,937. No, 435 representing $73,471.

7. Do you favor requesting the board of directors, using its best judgment, to decide on the wise course to be pursued, unhampered by the 1925 resolution of the membership? Yes, 650 representing $90,471. No, 273 representing $36,448.

8. Does your newspaper do any news broadcasting? Yes, 223 representing $63,474. No, 826 representing $78,054.

9. Do you subscribe to any competing news service? Yes, 345 representing $76,141. No, 720 representing $62,924.

An additional question was asked based on a resolution of Utah-Idaho members of the A.P., proposing that the A.P. cancel the membership of any member that furnishes any news matter whatever to radio chains or stations. This brought a vote of: Yes, 436 representing $34,690. No, 515 representing $86,614.

Reconciliation Impossible

RADIO was the principal topic at the A.N.P.A. convention, where arguments pro and con on the broadcasting of news and the publication of radio schedules occupied many hours. It was evident that there could be no reconciling the pro-radio publishers and those opposed to radio. The former were either radio station operators themselves or closely affiliated with radio, using it as did TIME magazine to build readership, circulation and prestige. The latter appeared largely inspired by the alleged encroachments of radio advertising.

The A.N.P.A. radio committee, while it included some radio-operating publishers, was headed by E. H. Harris, publisher of the RICHMOND (Ind.) PALLADIUM, who charged radio with "cashing in" on the added interest in radio programs created by newspapers and who said that part of the revenue now going into radio channels belongs to the newspapers.

His report was adopted in full along with the resolution published elsewhere in this issue, but it is fair to assume that many newspapers will disregard the A.N.P.A. recommendations. Regarding the broadcasting of news, the Harris report stated:

Harris Report Text

"FIRST, that this association should protest against the selling or giving away of news in advance of publication by national organizations, in as much as such news is gathered largely through the efforts of newspapers which pay a large part of the cost of its collection. The publishers have recognized property rights in such news and such rights should neither be destroyed nor injured.

"Second, that all news bulletins, in fairness to the newspapers, should be in the briefest form and prepared to whet the appetite of the listener for more news to be obtained through the newspapers, and the credit for the broadcasting of national and international news should be given to all newspapers of the United States, and the message accompanying the broadcast should state that it is done in the interest of the listening public and through the cooperation of all newspapers.

"Third, that all newspapers which own or are affiliated with broadcasting stations be requested and urged to limit news items classed as local news to bulletins of the briefest form in order that no newspaper, owning or affiliated with the broadcasting station, will broadcast to the detriment of non-affiliated newspapers within listening distance of that station.

"Fourth, continue a committee proposed in the resolution adopted by the board of directors of the A. N. P. A., Dec. 6, to receive suggestions and complaints from publishers.

"Fifth, that the proprietary rights of a newspaper in the news which it gathers or for which it pays is one of its most valuable assets and, therefore, this asset should be preserved at all costs by legal action in cases of news piracy."

Cooperative Promotion of Press, Radio Returns Substantial Earnings to Both

Des Moines Newspapers Use KSO Bulletins to Arouse Interest in Printed Stories, Enthuse Carriers

By JOHN H. HEINEY
Iowa Broadcasting Co.
Subsidiary of Des Moines Register and Tribune

THE NEWSPAPER right hand knows what the radio left hand is doing out in Des Moines. And the arrangement is returning substantial profits to both the Des Moines Register and Tribune Co. and its subsidiary, KSO, operated by the Iowa Broadcasting Co.

The studios of KSO were moved to Des Moines atop the REGISTER and TRIBUNE building from Clarinda last November. From the first day the station has been utilized practically and deftly as a promotion agency for the two newspapers; and the papers have equally well promoted the several stations owned by the broadcasting company—KSO, WIAS, Ottumwa, and KWCR, Cedar Rapids.

Act in Bank Crisis

WHEN the banking situation recently became tense over the state, KSO, with its sister stations, WIAS and KWCR, hooked up as a network to present a 15-minute talk by the state banking commissioner. The news broke early in the morning and the commissioner's message was on the air by 7 o'clock.

This joint action of the papers' promotion department and the stations actually sold newspapers in startling numbers. *It was responsible for more copies of the* REGISTER *than of the Cedar Rapids papers being sold in Cedar Rapids that day.*

A new feature in the Des Moines papers is usually introduced the night before its appearance by a radio playlet. When a new serial is to be started in the news columns, a short sketch is produced at KSO dramatizing the first installment. Carrier salesmen listen. At the close of the sketch an announcement is read to the effect that "the carrier salesman will be at your door tonight to see you—if you enjoyed this first installment of the new serial you will want to read those to follow", etc. *From one broadcast 1,500 new subscriptions were obtained by the* REGISTER *in one evening.*

The station is also used to

(*Continued on page 29*)

Food and Drug Ads Discussed at Parley

A.N.A. Approves in Principle Deceptive Copy Guards

SUGGESTIONS for revision of the Food and Drugs Act, to make it unlawful to advertise such products so as to deceive the public, were offered to the Department of Agriculture by representatives of the trade and by officers of associations of broadcasters, publishers and advertisers at conferences held April 27, 28 and 29. The sessions were called by Assistant Secretary of Agriculture R. G. Tugwell, and were held behind closed doors.

Dr. Tugwell said that for the last few weeks, when it has been known that a revision of the act was under consideration, suggestions have been pouring into the department.

"Our discussions in the department," said Dr. Tugwell, "have covered practically every phase of remedial action to improve an act which is generally admitted to be inadequate at present for the protection of consumers. So far these ideas have not progressed to a point of adoption. The opinions of various groups directly or indirectly interested will, we expect, expedite the production of a draft that will be most practicable and that will, at the same time, accomplish the degree of consumer protection we want."

Radio Represented

AMONG those who attended the discussions were Philip G. Loucks, NAB managing director, and officials of the A.A.A.A., A.F.A. and A.N.P.A.

Proposed legislation whereby a food or drug product would be declared misbranded if falsely advertised so as to deceive or mislead the purchaser was approved in principle by the Advertising Review Committee created by the A.N.A. and the A.A.A.A. at a meeting in New York 10 days ago.

The committee said it was in full sympathy, in principle, with the proposed legislation with the understanding:

"That such amendment be drawn along simple and broad lines, permitting of a flexible interpretation;

"That the present liability for infraction under the law which attaches to the vendor be retained without extending liability to a publisher or advertising agency involved (to avoid penalizing parties not finally responsible nor always in full possession of the facts);

"That no form of government approval of advertisements be required in advance of being published (to avoid an impractical and impossible burden upon the timely publication of advertising);

"That violation of the amendment governing advertising should not incur the penalty of product seizure now imposed by the present act under Section 10, where the product itself and its label comply with the law;

"That a constructive administration of the amendment be provided, which will discourage offenders without hampering or obstructing legitimate advertising and a reasonably persuasive advertising appeal to the public.

"The committee felt that such an amendment to the Food and Drug Act would be in harmony with its own organized purpose to make national advertising a reliable servant of the consumer."

Life Insurance Program Keeps Public Fit

By GAR YOUNG

7,000 Join "World's Largest Gym" Class Each Month; Commercialism Barred on 8-Year-Old Feature

"O Lord, Our God,
Be Thou Our Guide,
That By Thy Help
No Foot Shall Slide."

PROBABLY the foremost example of institutional service via radio, which obviously creates extensive good will for the sponsor's thousands of insurance agents, is the Tower Health League Exercises broadcast weekday mornings on an NBC-WEAF network under the direction of Arthur Bagley, "the dean of continuous daily broadcasters". The program is entering its ninth year with a record of 2,500 broadcasts covering 3,500 hours, receipt of 1,223,500 letters and the mailing of more than 2,000,000 pieces of health and welfare literature.

THESE are the words that are set to the notes of the Tower Health Studio Chimes, tuned and synchronized with the Metropolitan Life Insurance Company's Tower bells —27 stories above Madison Square, New York. While many do not know the words to these famous chimes, millions of daily morning exercisers set their watches by the single note that follows the chimes at 7 and again at 8 a.m.

This six-day-a-week habit of millions of men and women precedes their dash for the 8:11 train, for buses, for subways or to the garage to get the family car headed cityward, and to work—refreshed and invigorated by the Metropolitan's setting-up exercises that have come to American homes for more than eight consecutive years.

Arthur Bagley, director of the Tower Health League Exercises, gives his cheery, sparkling greeting —"Good morning, good friends"— and starts off the "World's Largest Gym Class" at 6:45 a.m. every weekday morning from the Metropolitan's studio in the Tower. Grouches are cured, early morning hours are sweetened, millions are sent on their way up the street feeling better fitted both physically and mentally because of the before-breakfast contact with the Metropolitan Life Insurance Co.

Over 2,500 Broadcasts

FOR EIGHT solid years over WEAF and others of the Red network, the Tower Health League Exercises have begun the day's broadcasting each weekday morning. Since the initial program in March, 1925, more than 2,500 of these broadcasts have carried, in excess of 3,500 hours. Seven stations of the NBC-WEAF network have been added. They are: WCAE, WEEI, WGY, WBEN, CKGW, WFI and WRC. There are four "gym classes" at 6:45 a.m., 7 a.m., 7:20 a.m., and 7:45 a.m., EST.

The late Robert Lynn Cox, vice president of Metropolitan, conceived the idea of using radio and organized a broadcasting bureau which operates an up-to-date broadcasting studio. He envisioned the program as accomplishing a three-fold job:

1. Serving others, based on the altruistic ideal of improving the health of the nation. Indirectly, of course, such missionary work is in the interest of the owners of Metropolitan's 42,000,000 policies.
2. Disseminating health information of a preventive sort in addition to regular exercise.
3. Making familiar the name of the Metropolitan Life Insurance Company without commercializing the program in any other way.

Letters Not Capitalized

IF THE Metropolitan wished, there is no reason why it could not capitalize on the increasing nationwide interest in radio programs and use the thousands of names obtained weekly as "prospects" for life insurance policies. But that has never been the aim of the Metropolitan Insurance Company in sponsoring the Tower Health League Exercises. The Metropolitan has leaned backwards in its efforts to keep commercialism out of the programs. In fact, the point is emphasized that "you should never hesitate to send in for a Tower Health League Chart. There will be no solicitation." Listeners apparently believe in this frank statement. To the knowledge of Metropolitan executives, no letter among the 1,219,981 received in over eight years has ever been used to get new business.

Of course, examples of individual initiative of Metropolitan solicitors will be found. Some representatives, upon seeing a home with an aerial on the roof, will call and leave a copy of the Metropolitan Cook Book or the Budget Book. The Metropolitan does not even recommend this type of approach. Its executives feel, in brief, that the Tower Health League Exercises are separate and distinctly apart from selling life insurance coverage.

Bagley a Veteran

ARTHUR BAGLEY, described as the "dean of all continuous broadcasters", entered his ninth year of service on April 1, 1933, and has participated in every one of the programs with the exception of brief vacation periods. Mr. Bagley's total time on the air represents approximately four months of uninterrupted broadcasting—24 hours a day! For the first two years he conducted exercises for two hours each morning and in the last six years he has held the air for an hour and a quarter each day. William Mahoney, who plays the piano, has been with him for the last seven years. It is Bill Mahoney's music that keeps arms and legs waving in proper cadence.

Mr. Bagley's personality behind the microphone "gets over". He is an experienced physical director and knows how to conduct the "World's Largest Gym Class". He was a physical director for 23 years and prior to that time was a newspaper reporter. He feels that this valuable background has helped him no little in planning his daily programs. He radiates an "indefinable something" that is a result of both his personal philosophy and his business outlook.

Romance of Radio

"THERE'S a lot of romance in this job," he said. "Broadcasting has shown me that personal contacts are not always necessary to full living. The contacts I have made through letter-writing have been the source of immense pleasure and stimulation to me. Make no mistake about radio—it's not cold and lifeless. It daily brings me letters from people who dig down into their personal affairs and tell me things about themselves that they would never reveal in an interview. I sometimes feel that I am touching America's pulse and

"ONE-AND-TWO-AND"—Everyone who has visited New York knows the Metropolitan Tower, once the pride of Gotham's skyscrapers. Radio listeners everywhere know Metropolitan Life's Tower Health Exercises that emanate from its own studios on the 27th floor every weekday morning. Photo shows Arthur Bagley, veteran director, going through his routine to the accompaniment of Bill Mahoney's music.

reaching, incidentally, into the homes of an enormous cross-section of the country.

"The physical side of broadcasting is not the only side. I also feel that I help people to become mentally stimulated. I like to believe that I can help to distract listeners' minds from their everyday troubles. If a person can laugh before 10 o'clock in the morning, the day is saved!"

Although Arthur Bagley's broadcasts sound extemporaneous, such is not entirely the case. He devotes on the average of four hours to the preparation of each 75-minute program. This does not include the time devoted to answering his large mail.

Jig-Saw Continuity

LOOKING at one of the Metropolitan continuities, you would be struck with its similarity to a jig-saw puzzle. Only Mr. Bagley can know what the many signs, symbols and marks mean. Pages one and four bear printed sections to correspond with the population areas covered by the eight NBC stations. Beside each section are listed remarks directly applicable to listeners in those areas, short one or two sentence answers to questions of general interest that listeners write in about. There are marginal notes that are sparkling examples of radio "copy". A few examples: "Aristocrats of health . . . the drill making better health fashionable . . . the daily message of health, happiness and long life . . . pep-day class, lively, alert . . . roses in your cheeks, twinkling eyes, happy folks . . ." etc.

Especially popular with Tower Health Leaguers are the daily bike rides from city to city. In a comparatively few minutes a continuity covers the intervening territory between various points. These "road maps" are so accurate and true that Mr. Bagley receives any number of congratulatory messages from chambers of commerce, mayors and leading citizens thanking him for calling attention to the beauties and interesting points of their localities.

Mr. Bagley's short closing announcements are good examples of terse, vivid radio copy. A few samples will illustrate the point: "We hope you feel better fitted for the day's tasks. The Metropolitan bespeaks for you a profitable week-end. We will look for you Monday morning". And, "there you are, happy people". "Happy, healthy Tower Health Leaguers, your Pep-Day Drill seems to have given a relaxed, refreshed, renewed appearance. May the week-end bring to you physical, mental and spiritual blessing. See you Monday".

Mail Response

THE METROPOLITAN believes that when it has valuable welfare literature to send to interested Tower Health League Exercisers, a mere mention of the name of the pamphlet is not sufficient. The script is written to "sell" effectively the contents of each book mentioned on the daily program so that the listener receives a very complete picture of just what he or she may expect to receive when writing in for a copy.

More than 50 per cent of the letters received have as their subject common human ills: colds, overweight and underweight; 20 per cent concern diet; 20 per cent are about children and about 10 per cent can be classified only as miscellaneous. So heavy is the physical director's daily mail that it is necessary to employ a staff of eight to handle it. Even that is occasionally insufficient and there have been as many as twenty persons working on the mail at one time. It depends upon the period of the year. More people take advantage of the Tower Health League Exercisers in the winter time. The mail averages nearly 500 letters on each working day. As high as 1500 have been received on some days.

The number of letters received from April, 1925, through April 12, 1933, totalled 1,223,500, and the total of Health Charts mailed during the same period was 996,593; welfare literature mailed out totalled 1,201,490 pieces.

The significant fact in connection with these figures is the number of Health Charts mailed. This figure of 7,029 for this typical month very probably represents new listeners. How many radio programs on the air know that after eight solid years of 75 continuous minutes of broadcasting each day, six days a week—7,000 are joining its audience every month? Here is proof of the popularity of Metropolitan's setting-up exercises. Conversely, such sustained popularity proves that the program planning must be right and that Arthur Bagley is filling a need in American lives.

Who writes these letters? In the first place, we know that they are not just typical "fan" notes with which the majority of radio stations are deluged. A more serious tone is carried throughout a majority of the letters. Practically all have some word of praise for Mr. Bagley and the job he is doing for Metropolitan Life. Housewives by the thousands say they are "keeping more fit by keeping down the waistline". Letters reach Metropolitan from all walks of life.

CAN RADIO SELL INSURANCE?

Yes, Indirectly, Replies Executive, Showing How WTIC Backs Up Agents Throughout Country

By DANIEL A. READ
Secretary, Travelers Insurance Co.

Mr. Read

"WHAT has Station WTIC done for The Travelers Insurance Companies?" "Is it worth the money we have put into it?"

These questions you probably would have asked of me some few years ago were you an insurance official of The Travelers. And I, constantly in touch with our many branch offices throughout the United States and Canada, would have told you, and with enthusiasm, of the great feeling of good will and confidence which WTIC's voice inspired in thousands of Travelers agents located hundreds of miles away from the home office.

Yes, you would have asked me questions such as these rather critically a while ago; but today you, like myself, are sold on the tremendous advantage an insurance company holds over competitive institutions when it operates a high-powered station of its own, especially if that insurance company spreads its business tentacles over a vast area.

WTIC's Purpose

"HAS RADIO sold any insurance?" Rather, the question should be, "Has it sold any policies directly?" I do not know and, frankly, I do not care. Fundamentally, an insurance policy involves a high degree of personal salesmanship and this in itself precludes any substantial selling of insurance a la mail order. Long ago we came to the conclusion that WTIC must stand as a symbol of public service—unfaltering as the beacon which shines nightly without fail from the Travelers Tower. We do not believe in making WTIC a vocal battering ram for high pressure sales talks on insurance.

I like to think of an insurance company as a family doctor—the old-fashioned, practical, high-minded physician whose only concern was the welfare of his patients and who gave not only of his knowledge and science but of his heart.

Every person who may read this article I am sure will agree with me when I say that we all like to have our policies with an insurance company that is strong, safe and secure—a true pillar of stability. An insurance policy is an indication of your confidence in the company that issued it.

Paves Way for Agents

WE of The Travelers feel that WTIC helps make the name well known. Every half-hour the following announcement is broadcast: "Station WTIC, Hartford, Connecticut, The Travelers Insurance Companies." On a number of occasions when touring I have given my address as Hartford. "Oh, WTIC!" was the comment. And when I have mentioned that I was connected with the company operating WTIC, a feeling of friendliness greeted me.

In other words, the good will which has been built up in people's minds by listening to WTIC was immediately extended to members of The Travelers organization. And especially has it benefited Travelers agents when interviewing prospective buyers of insurance. It has helped "break the ice" during those first few moments of an interview, upon which success or failure so often depends.

Again, radio may not be as ideally suited to the sale of insurance as it is to cigarettes, collars, toothpastes, scouring powders and shaving creams.

We can disseminate information,

(*Continued on page 25*)

Networks Report Gains For March Time Sales

MARCH revenues from time sales by NBC and CBS showed a substantial increase over preceding months of this year, reaching the aggregate amount of $3,004,121 as compared to $2,633,362 in February and $2,804,082 in January. But the figure is still very much under the March, 1932, total of $4.300,833, according to National Advertising Records.

NBC in March had a revenue of $1,997,463, which compares with $2,864,783 in March, 1932. CBS the same month had a revenue of $1,006,658, which compares with $1,436,050 in March, 1932.

Practically all classifications of advertisers showed reduced expenditures from March, 1932, but the lubricants and petroleum products class increased more than twofold from $425,104 to $905,016 on the two networks, while radios, phonographs and musical instruments increased from $78,877 to $147,242.

Forhan's Uses Spot

ZONITE Products Corp., New York (Forhan's toothpaste) returns to the air May 1 after a three-year lapse for a test campaign over WOR, WBBM and KNX, in a transcription series placed by McCann-Erickson through Scott Howe Bowen, Inc. Five episodes will be given each week from Monday to Friday at 7:30 p.m. DST. To run for 13 weeks, the series features a dramatization of the Count of Monte Cristo, produced by Earnshaw-Young, Los Angeles. If successful, it will be placed nationally.

Hearst Series to SHB

SCOTT HOWE BOWEN, Inc. has taken over for the Hearst newspapers the production of the series dramatizing features selected from the American Weekly. Largely an exchange proposition between the newspapers and stations, the program will be placed once a week during the summer and twice a week in the fall. About 130 stations will be used, with the production in charge of Edward Byron, recently named SHB production manager.

23 Get Oil Account

BARNSDALL REFINERIES, Inc., Tulsa, Okla. (B Square Oil Products) is using transcriptions titled "Barnsdall Balladeers" on 23 middle western stations. Placed through Scott Howe Bowen, Inc., the programs were produced by Betty Van Deventer in the studios of Byers Recording Laboratory, New York. They feature Lou Katzman's orchestra, Veronica Wiggins and the Rondeliers quartet.

Petry Adds Two

ADDITION of WOAI, San Antonio, and KVOO, Tulsa, is announced by Edward Petry & Co., radio station representatives, bringing to 20 the total number of stations represented by the company.

'Buck Rogers' Stirs Imagination, Sells

Designed For Children, Serial Has Many Adult Patrons; Huge Response Leads to Doubling of Outlets

By EARL J. FREEMAN
V. P. in Charge of Advertising
The Kellogg Company
Battle Creek, Mich.

Mind Reading in 2433 A.D.—A Scene from Buck Rogers

RADIO has dipped a pen into the future in the "Buck Rogers in the Twenty-fifth Century" program, now heard over ten CBS stations, and the sponsor, the Kellogg Co., has reaped large returns as shown by the thousands of requests for the "Buck Rogers" booklet, each one accompanied by a Kellogg package top. The serial made its debut last November, and by February the tremendous response led the sponsor to double the number of stations used. For direct promotion, grocers are being supplied with striking display material featuring the program. N. W. Ayer & Son, Philadelphia, handles the account. The program is one of two children's programs recently approved by the Scarsdale (N. Y.) Parent-Teachers Association.

"BUCK ROGERS in the Twenty-fifth Century", the radio feature sponsored by the Kellogg Company, is an unusual program for a number of reasons. In the first place, while designed primarily for children, its stirring episodes and appeal to the imagination have attracted a host of adult followers. In the second place, while filled with thrilling adventures and hair-breadth escapes, it is free from features which have brought down upon many adventure programs the criticisms of mothers and teachers.

The story concerns a young man, Buck Rogers, a famous pursuit pilot, 20 years old when the World War ended. Engaged in surveying the lower levels of an abandoned mine near a large city, he is trapped by a cave-in and overcome by a curious and unidentified radio-active gas. Centuries later a shifting of the strata once more lets air into the abandoned workings. Buck, in all his original youth and vigor, awakens from a state of suspended animation and emerges from the mine to find himself in an utterly strange world—the super-scientific world of the twenty-fifth century.

Sound Effect Problems

IN THIS WORLD, to which Buck at first finds it difficult to adjust himself, rocket ships zoom between the earth and the planets at incredible speeds. Jumping belts enable their wearers to cover distances of 90 feet with a single, almost effortless leap, rendering aircraft and other vehicles largely unnecessary except for great speed or covering great distances. Many of the cities are in reality one huge building spreading for miles; with mazes of thoroughfares, internal corridors and external galleries, along which shoot amazingly controlled floating cars.

One of the chief problems which those responsible for the production of the program had to solve was that of creating the sound effects of the world of the distant future. Much the same problem would have been faced by anyone in the fifteenth century who tried to foresee, and picture by sound alone, our roaring subways, the building of one of our giant skyscrapers, or the passing overhead of a huge dirigible. It was necessary first to determine what sounds would best convey to the listener the picture of machines that existed only in the imagination. It then remained to discover how to create the sounds.

Experiments Half Year

THE EXPERIMENTAL work lasted six months. At the end of that time a whole series of unusual sound machines had been developed. Some of them involved ingenious adaptations of devices whose makers never dreamed they would be put to such a use. Others were specially built, are highly complicated, and are electrically controlled and operated. The turn of a dial produces the sound of the landing of a great rocket ship or the muffled roar of traffic in a twenty-fifth century city.

The grip that "Buck Rogers in the Twenty-fifth Century" has upon its growing host of followers is illustrated by what happened when members of the cast made a personal appearance during a radio show held recently by a large Brooklyn department store. After a short talk by Buck and the others it was announced that Buck would sign photographs of the cast and give them away at a nearby display booth. Then a near riot started.

For fully half an hour before Buck was ready the booth was literally mobbed by youngsters and by many grown-ups, too. As the photographs were signed the crowd pressed in, jamming the booth until there was danger that it would be completely wrecked. When it was all over, guards had to hold the crowd back to permit Buck to edge his way out of the booth. Still the children would not leave the store, hoping to see Buck once again on his way out. Finally he had to escape by a freight elevator and make a dash for the car waiting for him in the street below.

A similar personal appearance of the cast at a New York City department store a short time later, drew to the store one of the largest and most enthusiastic crowds of children that had ever gathered within its doors.

A survey was recently conducted by the Parent-Teachers Association of the Fox Meadow School, Scarsdale, N. Y., in connection with the frequently heard criticism that many children's programs have an unfortunate emotional effect upon their listeners, "shattering their nerves, stimulate emotions of horror, and teach bad grammar". The survey showed that parents, teachers and children are far apart in their attitude toward the current children's programs. Programs popular with the children are in many cases rated "poor" and "very poor" by parents and teachers, while those which parents and teachers approve are often not particularly popular with the youngsters.

Tremendous Response

"BUCK ROGERS in the Twenty-fifth Century" has been carefully planned with its influence upon young people in mind. While it is as exciting as any "thriller" program, it aims at building character by presenting a constant example of courage, loyalty and self-reliance. How successfully this aim has been achieved is shown by the fact that it is one of two widely popular programs appealing primarily to children, which received the approval of both parents and teachers in the Scarsdale survey.

Other evidence of the reception accorded the "Buck Rogers" program is afforded by the thousands of requests for copies of a booklet beuring the same title as the program and describing the background of Buck's amazing adventures in the world of the future. The program is broadcast every evening except Saturday and Sunday at 7:15 p.m., EST, over ten stations on CBS.

Since early in February, the booklet has been offered during each broadcast, in return for a Kellogg package top sent in to the Kellogg Company — thus providing a direct tie-in between the program and the grocer's sales.

Kasper-Gordon Studios To Serve New England

FURNISHING audition facilities to agencies and advertisers, the Kasper-Gordon studios have been opened at 140 Boylston St., Boston, to serve that city and the New England territory. Facilities also include equipment for the making of electrical transcriptions, according to an announcement by Aaron S. Bloom, commercial director, formerly president of the Advertising Guild of Boston. Arrangements have also been made to run lines to Boston stations.

Among programs already offered are "Grumble & Grunt, the Two Tired Business Men"; "The Battalion of Death", adventure serial; "Adventures in Vitamin Valley", children's program; "Snoop & Scoop, the Ballyhooligans of the Air", mystery satire; "Alice in Blunderland", comedy; a dramatization of Dumas' "Three Musketeers", and a dramatization of the "Arabian Nights".

Associated with the Kasper-Gordon studios are Edwin H. Kasper, formerly on Broadway; Lucille Gordon, radio and concert singer; John Philbrick, Broadway comedian and Mr. Bloom, collaborator with Mr. Kasper in building radio programs.

NBC Still to Sponsor Damrosch Music Hour

ON ACCOUNT of the "more optimistic outlook for business", it will not be necessary for NBC to call upon the public for financial support for the Music Appreciation Hour during 1933 and 1934 although several prominent foundations and public-spirited persons have offered to contribute, M. H. Aylesworth, NBC president, announced April 25. Replying to inquiries concerning reports that NBC might change its policy in regard to the Damrosch program, heard weekly by more than 6,000,000 school children, Mr. Aylesworth said some thought had been given to procuring subscriptions to enable its continuance but that improved conditions led to dropping the idea.

WJJD Moves Studios

THE NEWLY formed Public Service Broadcasting Co., Inc., which has taken over the operation of station WJJD, Chicago, former Loyal Order of Moose station, has moved its studios from the Palmer House and has taken an entire floor of the 20 North Wells Building. Ralph Atlass, also operator of WJKS, Gary, Ind., heads the company.

Commission Alters Functions, Examiners Slated For Release

Democrats Complete Control; Brown Named Vice Chairman, Porter Acting Chief Counsel

Mr. Brown

ALTHOUGH still in the dark as to the administration's plans concerning radio regulation, the Radio Commission has reorganized its executive assignments with a view to continuing in operation as heretofore. At a meeting April 25 the Commission elected Thad H. Brown, Republican second zone commissioner, to the vice chairmanship. George B. Porter, Iowa Democrat, was appointed acting general counsel, with the understanding that the post of general counsel will not be filled at present.

While official announcement was not made, it was understood April 29 that the Commission's Democratic majority had released all three of its examiners and that it planned to abolish the Press Section, headed by G. Franklin Wisner, veteran newspaperman, to take effect May 30.

Mr. Porter

The examiners—Chief Examiner Ellis A. Yost, Elmer W. Pratt and Rosel H. Hyde—all are Republicans. Although the Commission claims these deletions will be made necessary by the cut in appropriations, it was apparent that the real desire is to create openings for patronage reasons.

It is not certain that all these changes will become finally effective, since efforts are being made to save the jobs in each instance. It has been indicated that Mr. Hyde might be transferred to a clerkship, rather than released outright.

Ralph L. Walker and George H. Hill, both attorneys in the legal division, are slated for elevation to examinerships. The vacancies in the legal division thus created could be filled with Democrats.

In revising assignments of executive duties to individual commissioners, the Commission placed James H. Hanley, newly appointed Democratic fourth zone member in charge of the legal division. Chairman Sykes, who formerly held that assignment, assumes supervision of administrative matters. Vice Chairman Brown continues in charge of the field force, and Commissioner Starbuck retains supervision over the engineering division. Commissioner Lafount remains supervisor of the press service and has the additional supervision of the examiners' division.

Saving on Legal Aides

MR. PORTER, who has been an assistant general counsel since November, 1931, replaces Ben S. Fisher, Oregon Republican, as acting chief counsel. Mr. Fisher has held the assignment since Duke M. Patrick resigned the general counselship March 1. Mr. Fisher reverts to his regular status of assistant counsel.

In line with the administration's economy program, the Commission will not fill the general counselship for the time being. The post pays $10,000 a year, whereas an assistant draws but $7,500 base pay, although all government salaries now are reduced 15 per cent.

The Commission shortly is expected to announce a number of staff cuts made necessary by the $140,000 slash in appropriations ordered by the Budget Bureau. While major economies will be effected among the field force, it is now planned to abolish the press service and to release certain examiners stationed in Washington. How many employes will be released has not yet been decided.

No Word on Transfer

MEANWHILE, no further word has been forthcoming either from the White House or the Commerce Department regarding reports that the Commission would be abolished and its functions transferred to the Commerce Department as a part of a proposed transportation bureau. A reorganization plan was submitted to President Roosevelt by Secretary of Commerce Roper on April 11. It was learned definitely, however, that the Roper plan includes radio and that if it is approved as drafted, the regulation of radio would revert to the Department of Commerce.

It was understood that protests against any change in the present form of regulating radio have been made at the White House. At the time Secretary Roper submitted his plan, it was said President Roosevelt might see fit to put it in effect by an executive order.

"PAINLESS ADVERTISING" TESTED

WOR Program Maestro Proves Subtle Appeal Value In Experiments On Sustaining Program

IN COOPERATION with WOR, Newark, Raoul Marlo, former motion picture director and until recently an executive program director of that station, has just concluded an interesting six-week experiment in what he terms "painless advertising". These tests, which have proved remarkably successful, were made in connection with the dramatic series "Isles of Romance", which Marlo and an experienced group of players have been broadcasting from WOR on Sunday and Tuesday evenings.

Although a sustaining program, a deliberate effort was made to secure response from the listening audience, precisely as a sponsor would desire. But in each instance, the pseudo-commercial announcements were confined to just a few seconds at the close of the entertainment.

Type of Program

AT THE opening of each episode Marlo was introduced as a seasoned traveller who had visited picturesque and interesting spots throughout the world. Then, after his brief narration of some unusual incident of one of his visits to a tropical island, the program swung into a dramatic presentation of a thrilling story against that island's background. Each of these playlets was a romantically appealing episode expertly acted with appropriate musical accompaniment, and although there was no direct urge or open suggestion that the listener visit the locale of the program, that desire was cleverly created by innuendo. At the program's close an announcer offered to send without cost a booklet containing the series' episodes written in story form.

Responses to this offer exceeded all expectations. Many of the replies were written on bank and business letterheads and on monogrammed private stationery. A number praised the station's policy of raising the standard of its plays and offered to remit any cost to which the station might be put in sending the booklet.

"All of this conclusively shows that indirect appeal is far more forceful than blatant commercial announcements," said Director Marlo. "Also that quality entertainment draws and interests a quality audience. I agree with Ed Wynn that the public is heartily sick of long-winded radio advertisements and that the successful program of the future must confine its commercials to not more than thirty seconds. Of course the strictly indirect appeal we have employed in 'Isles of Romance' would not serve in every case—for instance that of a soap manufacturer where the mention of a trade-marked name is essential. But to stimulate a desire to travel, let us say, our method would be ideal.

"It seems to me that our broadcasting of 'Isles of Romance' serves to demonstrate the fact that the shorter the commercial appeal and the stronger the indirect appeal the greater will be the advertiser's return."

A former stage, screen and radio actor, Marlo has a score of broadcast hits to his credit, including "The Sunshine Discoverers' Club", "Inside Stuff" and similar successes. At present Marlo is cruising in the West Indies with a distinguished group of writers, directors, actors and actresses as his guests. The purpose of the cruise, Marlo announced, is to secure accuracy and color for the backgrounds of future episodes of "Isles of Romance", which he proposes to prepare and rehearse while aboard the yacht and to broadcast upon his return.

Commission Investigates 60 Unlicensed Stations Prior to Court Action

ABOUT 60 unlicensed broadcasting stations, of which one half are in Texas and many in Pennsylvania, have been reported to the Radio Commission and are being investigated by the Commission's field force in collaboration with the Department of Justice, according to official information made available April 26. Ben S. Fisher, assistant general counsel, has been in charge of criminal prosecutions for the last two years, and has brought about nearly a score of convictions, including seven broadcasting cases and 12 short wave cases having to do with rum running operations.

With the policy established of prosecuting all cases to the limit, the Commission is cooperating with United States attorneys in the particular districts involved. Convictions have been obtained on the legal ground that all radio transmission is interstate commerce, subject to the Commission's jurisdiction, and that even the smallest station causes interference to receiving sets outside the state, thus violating the radio act. The penalty is $5,000 and/or five years in prison.

The Commission plans at once to begin prosecutions in Texas. In other states some 30 unlicensed broadcasting stations are being investigated by the inspectors in the field, and as soon as sufficient evidence is procured the cases will be turned over to the Department of Justice for prosecution. Commission experts assist in the trial of such cases. At present, the records show, two cases involving illicit broadcast stations and nine having to do with operation of unlicensed short wave stations are pending in the courts.

Beauty Account

CRYSTAL Corp., New York (Outdoor Girl beauty products) during the week of April 30 initiates a radio campaign in the Chicago and Philadelphia territories that will be expanded to other selected stations through the summer. Program is "The Outdoor Girl Musical Gazette," an adaptation of the technique of newspaper headlines to topical songs, with dialogue and music by Frank Novak, Eileen Douglass, Leila Vaughn, Ray Clark and Hugh Conrad, the latter as announcer. Production for World Broadcasting System was by Betty Van Deventer. United Advertising Agency, New York, handles account.

WCGU Now WARD

CALL letters of WCGU, Brooklyn, N. Y., have been changed to WARD, presumably to represent the fifth ward in which it is located. The station is now controlled by Rabbi Aaron Kronenberg, well known Jewish announcer in the metropolitan area, and Morris Meyers, New York attorney. It is not, however, operated as a church station. C. G. Unger, former owner, is no longer connected with it in any capacity.

German Revolution and Broadcasting*

Hitler Regime Commandeered System Prior to Election; Now Uses It As National Propaganda Medium

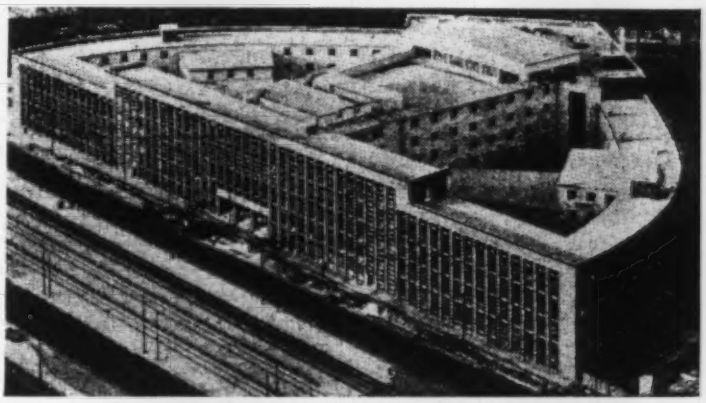
ONCE BEFORE wireless listeners were enabled to "witness" a national revolution. In the 1930 Spanish revolution the microphone played no small part in enlightening the population on current events. But the organisers of the German revolution of March, 1933, knew how to put broadcasting completely at the service of their aim. Every day the Government "commandeered" time for several special transmissions. Each member of the National Government addressed the people through the microphone on several occasions, and not only were the speeches relayed by all German stations and, in many instances, by the Austrian stations as well, but the very efficient organisers of the National-Socialist party saw to it that numerous loudspeakers were placed in prominent positions, so that the speeches of the Ministers could be heard by practically the whole of the German people. And in addition to that, the most important addresses were recorded and the broadcast repeated several times during the day, and at night by the Zeesen short-wave station. Regular programme arrangements were disregarded; politics reigned supreme.

German broadcasting has now entered calmer waters and programme arrangements are adhered to.

Use in Election

IT WAS on Jan. 30 that broadcasting was for the first time put at the disposal of the Nazi party, when President Hindenburg announced the formation of a Hitler Government. On that evening Captain Goring's voice was heard for the first time, and during the following weeks he frequently spoke to the German people over the microphone. The period from January 30 to March 5, the day of the election, was a time of intense electioneering propaganda. And when finally the election results showed an enormous increase in the votes of the National-Socialist party, political broadcasts followed each other in quick succession. The torchlight processions, in celebration of the Hitler victory, which took place throughout the whole of Germany were described in minute detail. These celebrations reached their culminating point with the opening ceremonies of the Reichstag at Potsdam and the first session held at the Kroll Opera House.

On March 21, the day the Reichstag was opened, the entire day's programmes of all German stations—from 6.30 a.m. till late at night—consisted solely of the description of these events. Excellent reporters—some of whom were quite new to the microphone—gave vivid pictures of the enthusiasm at Potsdam and of the ceremonial at the Garrison Church, where President Hindenburg and Chancellor Hitler delivered speeches. During the afternoon the opening session of the newly-elected Reichstag was relayed, the first time that proceedings from the German Parliament had been heard by wireless listeners. This was followed by a commentary on an enormous torchlight procession in which all patriotic organisations participated, and the day's celebrations were brought to a close with the relay from the State Opera of the Third Act of *The Mastersingers*, in the presence of a distinguished audience, including the whole Cabinet and the Diplomatic Corps. The first "working" session of the Reichstag on the following day was also relayed by all stations. Chancellor Hitler's declaration of policy was recorded and rebroadcast several times by all stations. In short, never before, since the inception of broadcasting, has the whole German nation been able to follow the activities of the Government to that extent.



Germany's Magnificent New "Broadcasting House"

Jazz is Barred

IT IS perhaps quite natural that the National Revolution should have influenced the whole broadcasting system, including the programme policy. Thus, radio plays and concerts are devoted entirely to national events and to past Prussian history. The playing of jazz music has been prohibited. The Berlin Programme Director has declared that this "nigger" music should no longer be heard over the wireless. Many military bands, playing old military marches, and plays around Frederick the Great and the 1813 war of liberation, form an important part of the programmes. Jewish literature has entirely disappeared; Jewish conductors and composers are no longer considered.

The revolution in Germany had another consequence so far as broadcasting is concerned. The most prominent men in German broadcasting are no longer in their positions. Herr Schaffer, a Jew and the former Chief Engineer of the R.R.G., was also sent on leave; he committed suicide a few days later. In addition, many orchestral conductors, musicians, and subordinate officials have been dismissed, and it is generally believed that further dismissals are yet to follow.

One other fundamental change: hitherto broadcasting came under the jurisdiction of the Post Office so far as the technical and financial side was concerned, and all matters of programme routine, policy, and personnel were dealt with by the Ministry of the Interior. By a new decree the whole of broadcasting is now dealt with by the newly-formed Ministry for the Enlightenment of the People and Propaganda. Dr. Goebbels, the former propaganda chief of the National-Socialist party, has been appointed to the new Ministry. In an interview with press representatives the new Minister declared that he would do his utmost to infuse the national culture spirit into broadcasting, and to eliminate from it all those who did not work with that end in view. He also stated that one thing could not be said of the National Socialists, that they were tedious. Broadcasting, too, should be made free from tediousness.

The position of German broadcasting is as yet not quite settled; the next few weeks, no doubt, will bring further important decisions.

* * *

In order to facilitate the reorganisation of the Reichs-Rundfunk-Gesellschaft the Managing Director of the company, Dr. Kurt Magnus, has tendered his resignation, which has been accepted by the Broadcasting Commissioner, Dr. Krukenberg, and which has taken effect at once. Dr. Magnus, after winding up his affairs at the Funkhaus, will retire into private life; his knowledge and experience as a lawyer, however, will still be available to German broadcasting. The joint Managing Director of the R.R.G., Ministerialrat Giesecke, will also resign from his position. However, in order that his valuable assistance in matters affecting international broadcasting co-operation shall still be available, Herr Giesecke will be attached as Special Commissioner to the R.R.G. The management will now be taken over by Broadcasting Commissioner Dr. Krukenberg and Ministerialrat Leberke. The latter has been a departmental chief in the R.R.G.

Dr. Magnus was co-founder of the first German broadcasting company, the Berlin Funkstunde, and acted as chairman until 1926. He was the first man to see the urgent need for co-operation among the individual German broadcasting companies and he loosely grouped them by forming the Reichsfunkverband. In 1925 the officials recognized the advantages of some central control and the Reichsfunkverband became the Reichs-Rundfunk-Gesellschaft, with Dr. Magnus as Managing Director. He was also on all the boards of the German regional companies, excepting the Bavarian.

No Longer Open Forum

THE REASON for Dr. Magnus' resignation may be given in his own words: "The present revolution in Germany has done away with the old idea that broadcasting is, or should be, an unpolitical instrument of entertainment and education. It has also done away with the idea that German broadcasting should or might be used as an open forum for all points of view, political or otherwise. The new Minister for the Enlightenment of the People and for Propaganda, Dr. Goebbels, wishes to use German broadcasting as a means to an end. The German people are to be awakened from their political lethargy, they are to be won over to the idea of national socialism, to be incorporated in the ranks of Herr Hitler's enthusiastic followers. Dr. Goebbels himself has spoken of broadcasting as 'that wonderful and intricate instrument for the influencing of the masses.' He desires to use this instrument for the propagation of an idea.

"I belong to the new Germany, the Germany of Herr Hitler, of the Steel Helmets, of Herren von Papen and Seldte, but I have helped to build this intricate, this delicate instrument, and have made use of it in the now obsolete, unpolitical way. I am not far from Dr. Goebbels, but there *is* a short distance between us. I cannot in all matters see eye to eye with him, although in general lines we think alike. It is for that reason, for the reason that Dr. Goebbels requires a man in my place who is with him in every smallest thing, that I have decided to resign my post. I could perhaps have remained and have taken a back seat, but I did not choose to do that."

BBC Sends Envoy

TO ESTABLISH a close liaison between the British Broadcasting Corp. and Dominion and Colonial radio services, Malcolm Frost, special envoy of the BBC, left London April 15 en route to Auckland, New Zealand. He was to stop first in New York and Ottawa to confer with U. S. and Canadian radio officials. Arriving in Auckland May 19, he then goes to Australia, Shanghai, Hong Kong, Malay States, Ceylon and India.

*Reprinted from the April 14 issue of WORLD-RADIO, London, published by the BBC.

Canada Allocates With Mexico Wave Conference in Mind

Orders Reallocation as CKOK, Now CKLW, Keeps Wave

By JAMES MONTAGNES

OTTAWA, Ontario—Canadian listeners have been twirling their radio dials since April 16 in quest of their favorite local and distant stations because of the sweeping reallocation ordered into effect that day by the Canadian Radio Commission. In some quarters, as in Ottawa, there have been wide expressions of disapproval of the changes since some of the new assignments block out certain American stations, especially on not-so-new receivers.

The reallocation left some stations untouched. Most retained their former powers, whether or not their former wave lengths were shifted elsewhere. All "phantom" call letters were eliminated, thus reducing the log of Canadian stations by more than a dozen. Only a few stations were actually eliminated.

New Setup of CKOK

AMONG the important changes ordered into effect, as of April 24, was the consolidation of CKOK, Windsor, Ont., with CJGC, London, Ont. There had been considerable agitation in Parliament about alleged American ownership interests in CKOK. The two stations are to be merged under a new company, all-Canadian in capital, and will operate as CKLW. Studios will be maintained in both Windsor (presumably the Detroit studios across the river are to be retained) and London, but the transmitter of CKOK will be used.

Like the old CKOK, the new CKLW will continue to use the 540 kilocycle clear channel indefinitely. This was decided upon by the Commission after efforts to shift the station to the clear channel of 840 kilocycles, now assigned CKGW, Toronto, had aroused a storm of protest. The Canadian Commission has indicated CKLW will be continued on 540 "until another place can be found for it."

For the most part, the April reallocation was designed to conform with the U. S.-Canadian wave agreement of May, 1932, concluded to the satisfaction of both countries by their radio experts through the intermediary of Canada's Minister to Washington, W. D. Herridge. [Complete details of the U. S.-Canadian wave agreement were published in the May 15, 1932, issue of BROADCASTING.]

Preparing for Parley

IT IS FELT here that the new allocation arrangement is an excellent preparation for the forthcoming North American wave length conference at Mexico City. It is thought possible that Canada, by eliminating some stations and changing waves and powers of others to bring its broadcasting into orderly line with the United States, may obtain more concessions at the North American parley.

The Canadian Radio Commission

(*Continued on page 28*)

New Canadian Allocations

(As Ordered in Effect April 16 by Canadian Radio Commission)

Call Letters	Location	Licensee	Power (watts)
	540 Kilocycles (Canadian Exclusive)		
CKLW	Windsor, Ont.	Western Ontario Broadcasting Co.	5,000
	580 Kilocycles (U. S.-Canadian Shared)		
CKUA	Edmonton, Alta.	University of Alberta	500
CHMA	Edmonton, Ala.	Christian and Missionary Alliance	250
CJOC	Lethbridge, Alta.	H. R. Carson	100
CKCL	Toronto, Ont.	H. Gooderham & Sons	100
CRCA	Moncton, N. B.	Canadian Radio Commission	500
	600 Kilocycles (U. S.-Canadian Shared)		
CFCF	Montreal, Que.	Canadian Marconi Co.	500
	630 Kilocycles (U. S.-Canadian Shared)		
CJGX	Yorkton, Sask.	Winnipeg Grain Exchange	500
CFCY	Charlottetown, P. E. I.	Island Radio Broadcasting Co., Ltd.	500
	645 Kilocycles*		
CKCR	Waterloo, Ont.	W. C. Mitchell & G. Liddle	100
CHRC	Quebec City	CHRC, Ltd.	100
	690 Kilocycles (Canadian Exclusive)		
CJCJ	Calgary, Alta.	Albertan Publishing Co., Ltd.	500
CFAC	Calgary, Alta.	Calgary Herald	500
CFRB	Toronto, Ont.	Rogers Majestic Corp., Ltd.	10,000
	730 Kilocycles (Canadian Exclusive)		
CKAC	Montreal, Que.	La Presse Publishing Co., Ltd.	5,000
CJCA	Edmonton, Alta.	Edmonton Journal	500
	780 Kilocycles (U. S.-Canadian Shared)		
CHWK	Chilliwack, B. C.	Chilliwack Broadcasting Co., Ltd.	100
CKPR	Port Arthur, Ont.	Dougall Motor Car Co., Ltd.	100
	840 Kilocycles (Canadian Exclusive)		
CKGW	Toronto, Ont.	Gooderham & Worts, Ltd.	5,000
	880 Kilocycles (U. S.-Canadian Shared)		
CJRM	Moose Jaw, Sask.	J. R. Richardson & Sons, Ltd.	500
CJRW	Fleming, Sask.	J. R. Richardson & Sons, Ltd.	500
CRCO	Ottawa, Ont.	Canadian Radio Commission	500
CJCB	Sidney, N. S.	N. Nathanson	50
	890 Kilocycles (U. S.-Canadian Shared)		
CFQC	Saskatoon, Sask.	Electric Shop, Ltd.	500
CHML	Hamilton, Ont.	Maple Leaf Radio Co., Ltd.	50
	910 Kilocycles (Canadian Exclusive)		
CKY	Winnipeg, Man.	Manitoba Telephone System	5,000
	915 Kilocycles*		
CFRC	Kingston, Ont.	Queens University	100
	930 Kilocycles (U. S.-Canadian Shared)		
CKX	Brandon, Man.	Manitoba Telephone System	500
CFCH	North Bay, Ont.	Northern Supplies, Ltd.	100
CKPC	Preston, Ont.	Cyrus Dolph	100
CFLC	Prescott, Ont.	Radio Ass'n of Prescott	100
	960 Kilocycles (Canadian Exclusive)		
Unassigned			
	1010 Kilocycles (U. S.-Canadian Shared)		
CKCD	Vancouver, B. C.	Vancouver Daily Province	100
CHWC	Regina, Sask.	R. H. Williams & Sons, Ltd.	500
CKCK	Regina, Sask.	Leader-Post, Ltd.	500
CKCO	Ottawa, Ont.	Dr. G. M. Geldert	100
CKOC	Hamilton, Ont.	Wentworth Radio Br'dcast'g Co., Ltd.	500
CKIC	Wolfville, N. S.	Acadia University	50
	1030 Kilocycles (Canadian Exclusive)		
CFCN	Strathmore, Alta.	W. W. Grant & H. G. Love	10,000
CKNC	Toronto, Ont.	Canadian National Carbon Co.	100
CFBO	St. John, N. B.	C. A. Munroe, Ltd.	500
	1050 Kilocycles (U. S. Clear, Now Partly Shared)		
CHNS	Halifax, N. S.	Maritime Broadcasting Co., Ltd.	500
	1100 Kilocycles (U. S. Clear, Now Partly Shared)		
CRCV	Vancouver, B. C.	Canadian Radio Commission	500
	1120 Kilocycles (U. S.-Canadian Shared)		
CFJC	Kamloops, B. C.	Review Publishing Co., Ltd.	100
CFCA	Toronto, Ont.	Star Publishing & Prtg. Co., Ltd.	100
CHLP	Montreal, Que.	La Patrie Publishing Co., Ltd.	100
CHGS	Summerside, P. E. I.	R. T. Holman, Ltd.	100
	1200 Kilocycles (U. S.-Canadian Shared)		
CKOV	Kelowna, B. C.	J. W. B. Brown	100
------†	Moose Jaw, Sask.	Moose Jaw Radio Ass'n	25
	1210 Kilocycles (U. S.-Canadian Shared)		
CJOR	Vancouver, B. C.	G. C. Chandler	500
CFCO	Chatham, Ont.	John Beardall	100
CKMC	Cobalt, Ont.	R. L. MacAdam	100
------†	Hull, Que.	Dr. Chabot	100
CFNB	Fredericton, N. B.	J. S. Neil & Sons, Ltd.	50
	1310 Kilocycles (U. S. and Canadian Local)		
CKCV	Quebec City	Vandry, Inc.	50
CHCK	Charlottetown, P. E. I.	W. E. Burke & J. A. Gesner	100
	1410 Kilocycles (U. S. Regional and Canadian Local)		
CKFC	Vancouver, B. C.	United Church of Canada	50
CKMO	Vancouver, B. C.	Sprott-Shaw Radio Co.	100
	1430 Kilocycles (U. S. Regional and Canadian Local)		
CFCT	Victoria, B. C.	Victoria Broadcasting Ass'n	50

*Mid-channels are temporary assignments, according to Canadian Radio Commission.

†Call letters as yet unassigned.

Hockey Broadcast Offers New Field For U. S. Sponsors

Success of General Motors In Canada Points Way

By C. M. PASMORE
Director of Broadcast Advertising, Campbell-Ewald, Ltd., Canada
Toronto, Ontario

Mr. Pasmore

WITH the growth of interest in hockey in the United States, the possibilities of this sport for commercial broadcasting must be seriously considered by American sponsors for the 1933-34 season. In the major cities of Canada, where practically every game, amateur and professional, is put on the air, a recent survey showed that the General Motors hockey broadcasts outstripped all other programs in popularity. During the recent Toronto-Boston series for the major league championship, one crucial game was carried by nine stations in New England and 21 in Canada.

Seventeen of the largest American cities boast one or more teams in the four main professional hockey leagues; and many other cities and towns have strongly supported amateur squads. In Boston alone, for example, the Bruins drew over 400,000 paid admissions during the season just closed. And other cities were not far behind.

Ideal for Broadcasting

HOCKEY, in this writer's opinion, is of all sports the most suitable for broadcasting. It is played at an hour when the largest listening audience is on the air. It is lightning fast, teeming with thrills, and characterized by fierce and frequent physical contact. There are none of the long waits that mar a football game. Everything is action. That is why hockey broadcasts in Canada have built up an audience largely composed of people who are not hockey fans. They are simply entertainment-seekers—in other words typical radio-set owners.

Up until the start of the 1931-32 season the broadcasting of hockey was handled in much the same way as the ordinary sponsored football broadcast—simply a mention of the sponsor's name or product by the sports announcer after each period. Intermissions were deadly dull. General Motors Products of Canada, Ltd., decided, however, to undertake a series of hockey programs that should be handled with just as much care as any other commercial hour.

Utilizes Intermissions

AS NOW constituted, the broadcast begins with a stirring theme song, into which is injected a referee's whistle, a crowd roar, and the announcer's sharp exclamation. "General Motors Hockey Broad-

(*Continued on page 25*)

"Home Folk" Appeal of Small Station

Local Talent Has Following That Insures Coverage; Transcriptions Offer Alternative at Low Cost

By R. R. BAKER
Manager, WTRC, Elkhart, Ind.

THE PLACE of the small town broadcasting station in the national advertising field is discussed herewith by a manager of such a local outlet. Mr. Baker, an experienced newspaper man before entering the radio field, contends that the low-power rural station plays a role in its community similar to that of the daily or weekly newspaper. While Mary Jones' singing would never get beyond the audition room in a metropolis, it delights the home-town folks who know her personally. As a result the local station is tuned in even when a network program is available.

MR. CITY FELLER, meet Mary Jones.

Mary is the daughter of old Bill Jones. The Jones' place is over by Mitchell's Corners. Right smart quarter-section it is, too. Guess Bill has done pretty well. One of the girls married Sam Giddings, who is doing fine in law at the county seat. Another girl is teaching school. One of the boys, young Bill, was graduated in a farm course at the state university and is helping out the old man between times while working for the county farm bureau. Don't know what became of the other boy. He went away somewhere. Maybe he is now one of the many advertising executives in the Big Town and has forgotten all about the home folks.

Now we come to Mary.

Home-Town Talent

MARY SINGS. She has sung ever since she was old enough to lisp. She sang first in Sunday school, then in the consolidated school and the Mitchell's Corners church choir. Later she had voice training and was away quite a spell. The first time folks around here heard her sing after she returned home was at the Music Fiesta last fall when 6,000 people from all around this section brought her back for three encores.

She sang even better at the Jones family reunion last winter. Over a hundred of the Jones connections were present. She sang the old songs just as good as anybody anywhere. Folks like Mary. They like her personally and they like her singing. She has a you-and-I sort of voice, just like she was singing to you alone with nobody else around. It hits you right where you live.

Mary is singing over the radio now, on her home town station. She is entertaining thousands each time she goes on the air. Mary may not be another Kate Smith, but when she sings you can bet nearly every radio in range of the station is tuned in.

On All Small Stations

NOW THAT we have met Mary let's analyse the situation a little as it applies to the station over which Mary sings. Mary's counterpart may be found on practically every small radio station in the country. What I am about to relate applies with equal truth to the great majority of small stations. If talent is good enough to be heard over the small station, it has already secured a large personal following in connection with church, school, lodge or other assemblages. Such talent carries a direct person-to-person appeal that is not possible on the larger stations. If the program director is careful in making the selections and observes the proper rotation, nearly every large social organization within the radius of the small station can be covered in a comparatively brief period.

About half of our talent is the pick of the best in the neighboring towns. This is exclusive of our regular weekly community programs. No, they are not Eddie Cantors, Ed Wynns, nor yet the Boswell Sisters, but they are Tom, Dick and Harry, and Susie, Jennie and Margie to their home town friends, and most of them are good enough to attract listeners all over our territory solely through the merit of their programs. And the same is true on most small town stations.

All this talent is a composite Mary Jones. Collectively, they have thousands of friends with whom they are on a "Hello, Pete" or "How are you, Nell?" basis. They carry a person-to-person appeal that cannot be duplicated on the Big Time.

In short, we on the smaller radio stations are just plain folks, neighborly folks, whether talking over the back yard fence or sending our talent to the smaller communities for a free concert. It unites the entire area into one big family. It is *their* station. They tune us in when we go on the air in the morning and let 'er flicker. We are the "daily paper" of the air, the intensive coverage in our respective areas, as the national hook-ups are the SATURDAY EVENING POSTS or the AMERICAN MAGAZINES of the air. The national advertiser should give us as much consideration in our field as he does the daily newspaper in its field. It is not only good business but common sense.

Transcription Alternative

IF THE national advertiser does not desire to avail himself of the pulling power of selective small station radio talent, he can at least "roll his own" with electrical transcriptions. There has been a remarkable advance in this type of entertainment in the past year—at a reduced cost. But transcription firms, at least a few of them, seem to have been working on the principle of trying to get all the traffic will bear. About a year ago I was quoted $60 for a 15-minute transcription, $780 for the series of thirteen. That was the initial price. The final price was $20. Today equally as good transcriptions are available for as little as $5.

If transcription companies can afford to sell entertainment at $5 to small radio stations direct on a more or less hit or miss basis, what an attractive price they should be able to make a national advertiser who would order several hundred for intensive coverage through the small station! In many instances the cost could be split 50-50 with the manufacturer's local representative.

Service Not Duplicated

PLEASE note that the small radio station coverage is not duplicated. The small radio station does not possess sufficient power to overlap into the next small station's broadcast area as a rule.

Let's put it another way. Suppose a national magazine has a circulation of a million. Suppose this magazine decided to print five million copies so it could send five copies to each subscriber for the price of one copy—if the subscriber chose to take them. Would you, Mr. Advertiser, pay five times as much for your advertising? Then why do you ignore exclusive radio circulation, particularly during the day when comparatively few radio fans have any choice as to chain programs. But when Mary sings—!

AN AGENCY ON THE CARPET

Letter to Broadcasting Contends Advertiser's Money Was Wasted By Haphazard Station Choice

By G. O. SHEPHERD
Director, WWNC, Asheville, N. C.

To the Editor of BROADCASTING:

Although radio is eleven years old, it becomes increasingly evident that only a few advertising agencies have any definite idea of what it is all about. There are agencies able and willing to do a good job, when it comes to using the new medium, but considering the large number of firms handling advertising matters, there are surprisingly few that exhibit any sort of intelligence in their contacts with radio stations.

Just the other day, while glancing through one of our local dailies, I noticed an advertisement appearing over the signature of a firm whose name was somehow familiar. Curiosity prompted, and I read the ad. It was a small one, four inches in a single column—but at national rates it represented a fairly sizeable piece of change, and it proved interesting to me because as soon as I read it, certain circumstances came to mind. And these lead me into my story.

The firm signing the advertisement manufactures a widely distributed article which has its greatest demand during the Easter season. Each year, during the weeks just prior to Easter Sunday, a special campaign on behalf of this firm's merchandise is conducted. For the last three years, I believe, radio has been used, along with newspapers. The usual plan was followed this year—three programs, transcribed to take fifteen minutes, and the four-inch ads inserted in a large list of papers, to run three times. The advertisements were not devoted to advertising the product, but were in the form of invitations to the listening public, suggesting that they "tune-in" the special programs—three of them, spotted on an afternoon (daytime—this is important) spot.

So far, you'll probably wonder where any criticism could be directed at such a campaign—and, as far as yours truly is concerned, the plan is not being criticised. As a plan it was excellent—providing really ideal tie-up between newspapers and radio. Listeners, seeing the ad-invitation, would thus want to hear the program and, hearing the program, they'd get the advertising argument. Right! So far—so good.

Now our commercial department, remembering this campaign from the previous year, had put its best efforts forward to sell the agency on the idea of spotting the transcriptions on our station. Letters to which much care had been given went forward. But said agency did not so much as acknowledge their receipt. Now we

(*Continued on page 21*)

Educators Meet

"FUTURE of Educational Broadcasting in the United States" is the general subject of this year's annual assembly of the National Advisory Council on Radio in Education in New York, May 19, under the direction of Levering Tyson.

Lapel Mike for Department Stores

WQAM Introduces Idea on Miami Shopping Program; Crowds Follow Radio Voice on Merchandising Tour

WQAM, Miami, steps forward to claim the distinction of being the first station to use the new lapel microphone successfully in department store merchandising. Burdine's, of Miami, is the client, and Enid Bur, radio voice of this famous store, is the personality that "sold" the idea to her sponsors and to the public.

As everyone in the business of broadcasting knows, no unique method of broadcasting amounts to much unless there is a distinctive personality mixed up in it somewhere. Burdine's is particularly fortunate in having had as its radio contact with the public for the last two years over WQAM a woman with a warm and colorful voice to reflect the friendly spirit of the store.

Department Store Shopping With Lapel Microphone

Intimate Radio Chats

ENID BUR (her real name is Ruth Robertson and her pseudonym a simple anagram) has a large following for her daily 15-minute morning broadcasts. Although they have previously originated in the studio, her talks have been personalized so as to appear as individual chats with each listener. She "drops in" on her radio friends, with an occasional reversal when they stop in at her home to pass the time of day. Hers is a highly personal method of merchandising when she mentions a bargain, going from one thrifty shopper to another.

Fred W. Borton, president of WQAM, suggested the lapel microphone idea to Enid Bur, who turned the trick with her sponsors. Other stores had used direct broadcasts, but Burdine's with the personal element strong in every piece of copy, had previously rejected the idea because of its dislike of direct radio advertising. The informality of the lapel microphone and the flexibility of its use earned it a trial.

Store Fully Wired

THE FIRST of the new series of broadcasts was advertised on the air and in the department store's newspaper copy. Radios with loudspeakers were installed in various parts of the store. WQAM arranged outlets on all four floors, provided an engineer and a page boy to follow Enid Bur and carry the microphone lines. Hundreds of people attended, and remember, this was 9:45 on a week-day morning. The first broadcast took place in the gift department, never a very busy place.

As the familiar Burdine theme music was heard over the air from the WQAM studios, there was a buzz of comment from the spectators—and then quiet, as the music ceased. Enid Bur stepped out from behind a counter, the lapel microphone in the center of an attractive shoulder corsage, and began to talk, moving from one display to another. Few of the spectators seemed to notice the microphone or the connecting wires. The loudspeakers carried the program perfectly to all parts of the store and the listeners in their homes caught the subdued air of store activity.

Publicity Draws Crowds

NEWS photographers were on hand and considerable publicity followed. On succeeding days the crowds increased, with corresponding increased sales immediately following the program. Each day the program was centered in a different department, and soon the audience was participating in the program. To Enid Bur's "Good morning", there would come over the air the booming response of the spectators. Frequently, as she went along the aisles, Miss Bur engaged in conversation with repartment heads. The continuity was mostly impromptu, along prepared lines, and dealt with new merchandise and special offers.

On one occasion, hats were being discussed and the audience was showing a decided interest. Suddenly Enid Bur paused in her talk and said "I'm going to buy a hat this morning, if you'll help me select it." The guests moved closer and gave vent to varied expressions, as one hat after another was tried on. Then Miss Bur asked which one they liked best. The majority replied that they preferred the second one. "Why?", asked Miss Bur, and the air was filled with logical reasons. So the second hat was donned again, there was applause, the sales slip was made out and the sale completed.

Permits Direct Merchandising

BURDINE'S is known throughout Florida as "The Friendly Store", and these lapel microphone broadcasts are reflecting the atmosphere of friendliness. The results are varied. Sales-people are stimulated, the guests who come primarily to see and hear the broadcasts remain to shop. Word-of-mouth publicity spreads throughout the city. The listeners at home come in to see the things of which Enid Bur has spoken, with the desire to buy already created. Actual direct merchandising that would sound crude in a studio program goes over the air as naturally and with as much listening interest as a news event.

Needless to say, these lapel microphone broadcasts require more time and ingenuity in preparation than straight studio continuity, but they also get more attention, and by tests, have stimulated more trade. Daily radio programs over WQAM, not straight merchandising talks, nor entertainment, but friendly and intimate programs direct from the aisles of the store, used as a supplement to newspaper advertising, have won a permanent place in the Burdine budget. In closing, we reiterate our contention that, regardless of the method of department store broadcasting, the contact with the public must be through a distinctive personality, and Enid Bur is just that.

Plymouth Broadcast

TO ANNOUNCE its new line of Plymouth cars, Plymouth Motor Corp., Detroit, Chrysler subsidiary, used a 56-station CBS network April 21 in a one-hour variety broadcast. Placed through J. Stirling Getchell, Inc., New York agency, the program featured Howard Barlow's symphony orchestra and included dramatizations of the year's biggest news events a la "March of Time". Metropolitan newspapers on April 20 and 21 carried 800-line ads calling attention to the broadcast. Local dealers in some cities tied into the national campaign with spot announcements. The campaign was similar to that adopted by Plymouth last November when dealers were addressed via radio by the company's officials to acquaint them with the new model. Plymouth is believed to be preparing for a regular network program.

Hanrahan is Appointed Head of KSO and WIAS

Mr. Hanrahan

JAMES C. HANRAHAN has been appointed executive vice president of the Iowa Broadcasting Co., subsidiary of The DES MOINES REGISTER AND TRIBUNE, operating KSO, Des Moines, and WIAS, Ottumwa. Mr. Hanrahan, who has been connected with the REGISTER AND TRIBUNE for seven years, returned to Des Moines in April after spending nine months in Washington on a leave of absence from his duties as promotion manager of the two papers. While in Washington he was assistant to Gardner Cowles, a director until last month of the Reconstruction Finance Corporation and publisher of the two Des Moines papers. Mr. Hanrahan also had charge of the publicity division of the R. F. C.

William C. Gillespie, KSO manager and Phil Hoffman, WIAS manager, will continue in their present capacities, Mr. Hanrahan has announced. John H. Heiney, for several years a member of the INDIANAPOLIS NEWS editorial staff and more recently associated with Mr. Hanrahan at the R. F. C., has joined his staff.

Congressional Inquiry Of Radio is Demanded

A RESOLUTION condemning the use of broadcasting for advertising purposes and asking that Congress investigate broadcasting "with a view to better discrimination as to what persons or organizations should be licensed to control public air channels on what grounds and for what purposes" was adopted by the National Paper Trade Association of the United States at its recent annual convention. A copy of the resolution was sent to the Radio Commission April 17 by A. H. Chamberlain, executive secretary.

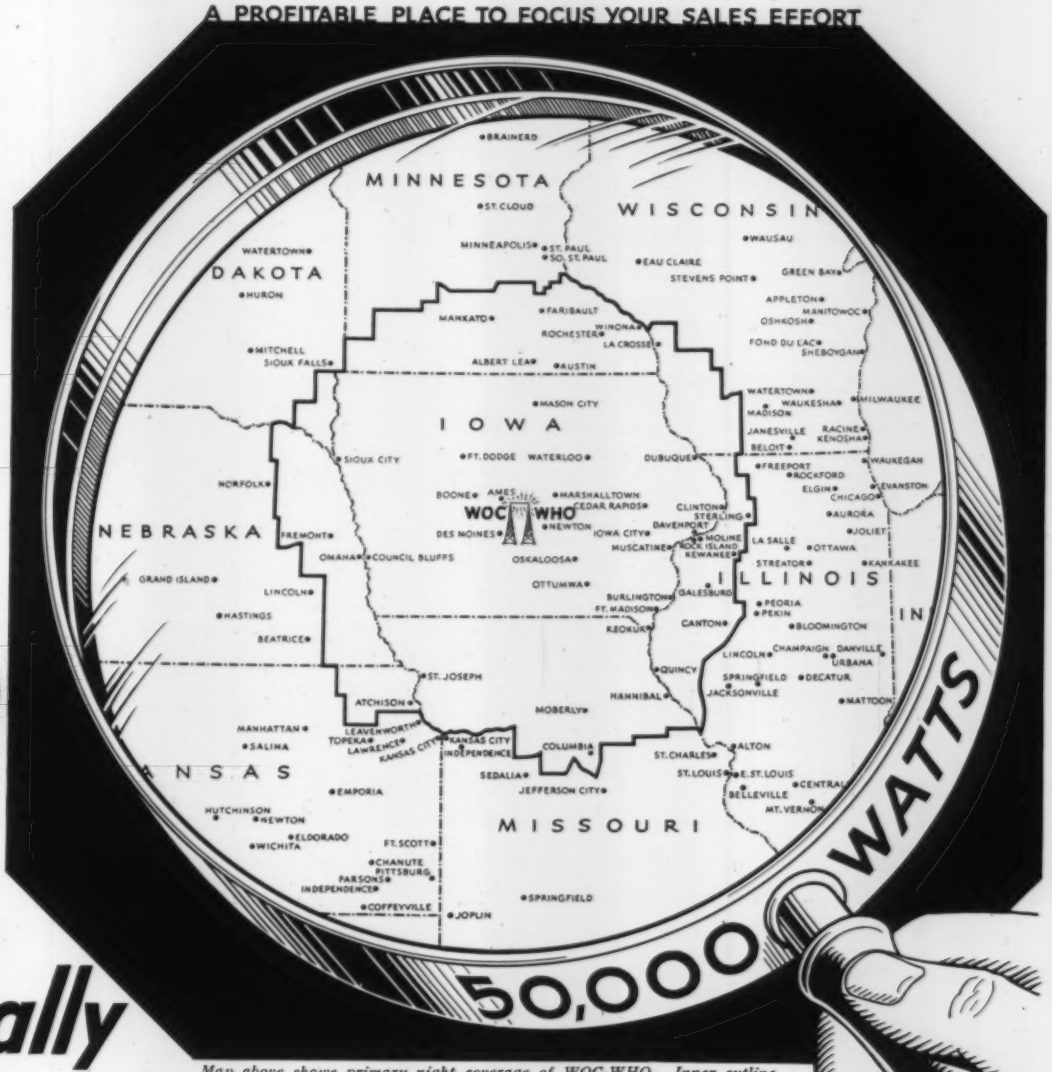
In his letter Mr. Chamberlain stated the association comprises upwards of 500 merchant distributors of paper and allied lines, representing all sections of the country. The resolution follows:

"WHEREAS, Many abuses have sprung up in connection with radio advertising in its use as an advertising medium which is conducted on the public channels of air communication not open to free competition, but enjoying partial monopolies under Federal grants, be it

"RESOLVED, That the National Paper Trade Association call upon Congress to institute a complete investigation of the broadcasting structure of this country with a view to better discrimination as to what persons or organizations should be licensed to control public air channels on what grounds and for what purposes, and

"RESOLVED, That we pledge our cooperation in a suitable joint action toward putting proper limits on the commercial use of radio channels for advertising rather than the functions of public service and benefit in which they should be employed."

A PROFITABLE PLACE TO FOCUS YOUR SALES EFFORT



Map above shows primary night coverage of WOC-WHO. Inner outline shows primary day coverage.

It takes *POWER* to sell this market *economically*

and one "50 KW," WOC-WHO does the whole job at rock-bottom cost

IOWA presents an unusual situation in radio coverage—and an unusual advantage to the radio advertiser.

The total radio power output licensed for commercial broadcasting in Iowa is 54,000 watts for evening hours. Of this, 92 per cent —or 50,000 watts—is used by WOC-WHO. The remaining 4,000 watts are divided among the ten other commercial radio stations in the state.

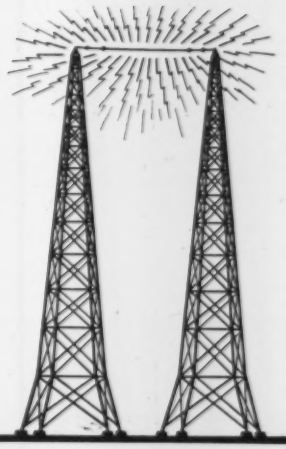
The area served by WOC-WHO is really a composite market, including more than a score of sizable cities and hundreds of small towns. The only way to cover such a territory effectively—*and economically*—is with a high-powered station delivering consistent service and a strong signal day or night.

Considering its power and the size of its audience, you will be astonished by the low cost at which WOC-WHO can do your selling job in this important territory. Write, wire or phone for new low rates that make the WOC-WHO market an outstanding place to go after increased business right now.

CENTRAL BROADCASTING CO.

Davenport
1002 Brady Street
Phone Kenwood 5140

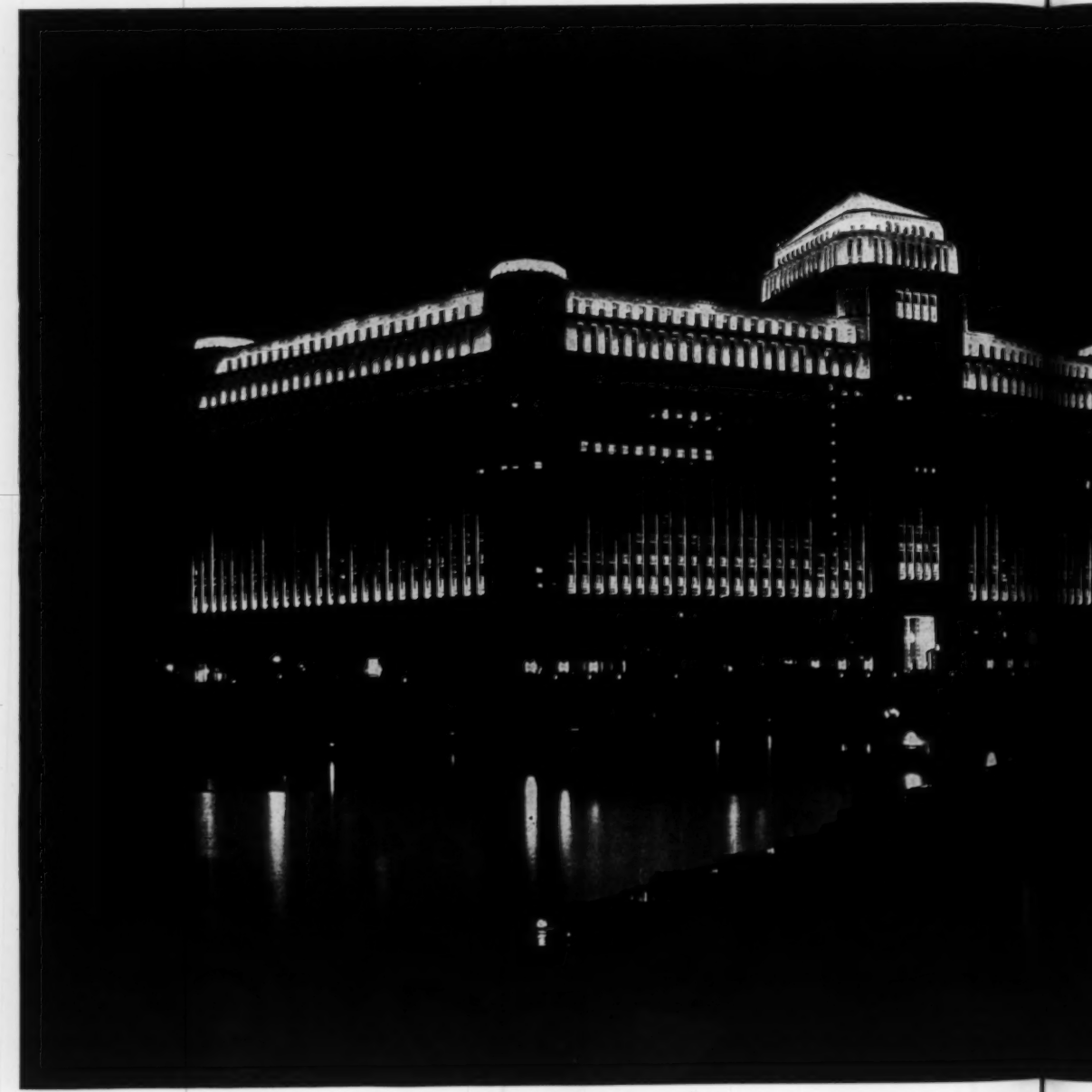
Des Moines
914 Walnut Street
Phone 3-3251



Iowa has ten commercial radio stations with total evening power of 4,000 watts

AND ONE STATION, WOC-WHO WITH 50,000 WATTS

In CHICAGO . . . Expe



All of the facilities of the NBC Chicago headquarters are available to advertisers using radio stations WMAQ and WENR. Located in the Merchandise Mart, one of the largest buildings in the world, the NBC studios and offices are the last word in modern equipment and efficiency.

NBC LOCAL SR

NEW YORK • CHICA
WEAF & WJZ WMAQ & W
BOSTON • WBZ SPRINGFIELD, MASS. • WBZA S TADY
PITTSBURGH • KDKA CLEVELAND • WTAM DEN KOA

One Contact For Seventeen Stations S ifi

XUM

xperienced Advertisers Choose

WMAQ OR **WENR**

In this tremendous market it is only a question of choosing the area which best fits your distribution. For complete coverage of Chicago's metropolitan area, plus the rich and populous region surrounding Chicago use WMAQ. For equally effective metropolitan coverage, plus a wider area made possible by WENR's 50,000 watt transmitter, the choice is obviously WENR. Both stations enjoy a popularity and prestige which assure a maximum audience at all times. And each station can point to exceptional successes in results gained for advertisers.

We have prepared maps showing the markets of these two stations which are not only dependable indications of coverage but also give you a clear idea of the scope of influence each station has. If you will write to our nearest office we will be glad to send you copies of these maps, rates and other pertinent information.

SERVICE BUREAU

ICA
Q & W
DENT

• SAN FRANCISCO
KPO, KGO & KYA
STADY · WGY WASHINGTON, D.C. · WRC & WMAL
KOA PORTLAND, ORE. · KEX SPOKANE · KGA

s Solifies Localized Broadcasting Problems

XUM

BROADCASTING
and
Broadcast Advertising

Published Semi-Monthly by
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Western Representative: Warwick S. Carpenter, 29 E. de la Guerra, Santa Barbara, Cal.

The Press Row

IN ALL their deliberations, the editors and publishers gathered at the A.P. and A.N.P.A. radio sessions appeared to give scant thought to the fact, well known to those newspapers that have approached the radio problem intelligently, that radio might be enlisted by them as a promotional medium to gain circulation, lineage and prestige. In other words, they ignored utterly the value of time on the air to them—time that holds tremendous advertising possibilities for them and time that many broadcasters have offered them freely on an exchange basis.

Being in the advertising business themselves, the publishers nevertheless overlook the best possible advertising medium at a newspaper's command!

We know of newspapers that have built circulation through their radio tieups. We know of some that have made "spotlight" lineage pay them a neat income—a species of space accounts that all too many newspaper advertising departments are overlooking in spite of the excellent selling point they can offer radio sponsors in pointing out how they can build audience for a particular program. As for prestige, there can be no question about the prestige value of broadcasting by any publication; viz., the TIME magazine series, which also brought direct results in the way of circulation and advertising.

The newspaper publishing business is too accustomed to having things its own way—to having advertising as well as news gravitate toward it. When this lively thing called radio appeared, aggressive and productive, the publishers were wont to deride and make light of it as did the railroads the buses and airplanes to their later regret.

The A.P. resolution excluding its news from the networks and limiting local news broadcasts was obviously inspired by the bitterness engendered by economic conditions. Radio has been charged with flourishing at the expense of the advertising budgets that might otherwise go largely to newspapers. Figures showing that radio's encroachments have actually been mostly on billboard and direct mail budgets, and that radio represents only a meager percentage of the loss the depression has made newspapers suffer, apparently will not persuade short-sighted publishers.

If there must be competition in news, radio, as Publisher Ochs of the NEW YORK TIMES asserted at the A.P. meeting, will find a way to get that news. Formation of a radio press association may follow, although we incline to the belief that the A.P. resolution will soon be amended after the present experiment has proved its inefficacy. It is significant to note how little perturbation in the radio ranks both the A.P. and A.N.P.A. decisions have caused. Publishers, we predict, will soon come to the conclusion that it is more advantageous to them to utilize radio and cooperate with it than to hamstring it.

Playing Politics

DISMISSALS face a number of tried and true specialized employes of the Radio Commission. The dismissals are being made in the magic name of economy. But is economy really the motive? Never lily white where politics is concerned, the Commission is now playing politics with personnel, for no sooner will these men vacate their posts than certain good Democrats are slated to get equivalent places on the Commission staff. That these Democrats have no specialized knowledge of radio and will replace men who have performed non-political functions honestly and diligently, does not seem to matter.

We refer specifically to the scheduled clean-out of the examiners' division and the abolition of the press section, not to mention several technical specialists and clerks that are slated to go. For a quasi-judicial body like the Radio Commission to bend the knee to the political whip as it is doing is a sad commentary on governmental bureaucracy. Staff cuts are incumbent, of course, under the curtailed budget—accepted by the Commission without a murmer of protest—but the dismissal of trained specialists to make way for political job-winners is inexcusable even in the heartless game of politics.

We know of quite a few Commission supernumeraries, high and low, who might better be dismissed for the sake of efficiency as well as economy. What a retribution of justice if the very men who have ordered these changes shortly find themselves out in the cold while the Commission's trained rather than political staff is retained by the Department of Commerce!

Inspired By Envy

THE NATIONAL Paper Trade Association has joined the ranks of envious educators and newspapers in denouncing broadcast advertising and in demanding that Congress reallocate radio facilities among more public-minded institutions, viz., their own. Their resolution, carried elsewhere in this issue, is obviously inspired by the disgruntled newspaper minority and the trade unions associated with the printing press. No further comment is necessary!

The RADIO BOOK SHELF

A CLASSIFIED summary of the United States Census Bureau's 1930 statistics for cities of 10,000 population or more has been compiled by the E. Katz Special Advertising Agency and published in *"Nine Hundred and Fifty-four Cities"* (New York office; $3). Designed for the use of advertising agencies, sales managers and radio stations, the brochure contains all marketing information available from government sources pertaining to the cities covered.

A COMPREHENSIVE theoretical treatment of the fundamentals of thermionic emission and of the vacuum tube is provided in the newly published *"Theory of Thermionic Vacuum Tubes"* by E. Leon Chaffee, professor of physics at Harvard University (McGraw-Hill Book Co., New York; $6). Based on the author's lecture notes for a course given at Harvard since 1922, the book is to be followed by a second volume covering Prof. Chaffee's remaining material on vacuum tubes.

"LAUGHS, giggles, coughs and sneezes are no longer unpardonable sins in the radio studio," avers Orrin E. Dunlap, Jr., radio editor of the NEW YORK TIMES in an article in the Sunday TIMES MAGAZINE of April 23. The article takes you inside the theater-studios for the Eddie Cantor, Ed Wynn, Jack Pearl and like performances, telling how such artists are stimulated by visible audiences and their applause, which Mr. Dunlap says is not particularly bothersome to the non-visible audience.

SUCCESS stories of spot broadcasting and sundry news about the Scott Howe Bowen organization are carried in a folder to be "published at regular intervals" by Scott Howe Bowen, Inc., New York, for distribution among agencies and advertisers. The first issue contains the first of a series of short articles on spot broadcasting in relation to other forms of radio advertising by Norman Craig, former agency executive.

TALKS by Harvey S. Firestone, Jr., vice president of the Firestone Tire & Rubber Co., delivered each Monday night on the NBC-WEAF network from September, 1931, to September, 1932, have been reprinted in book form in response to numerous requests for copies from listeners.

Advertising Waste

A FLAGRANT instance of the lack of judgment on the part of an advertising agency in selecting stations for local coverage is cited in this issue in a letter of complaint from the director of WWNC, Asheville, N. C. The agency used a newspaper tie-in display in Asheville to call attention to a radio program on a station 600 miles away and operating on the same channel as WWNC but with only one-fourth the power. Obviously, the program could not possibly reach Asheville with WWNC on the air. As the writer points out, the advertiser, not knowing of the agency's failure to coordinate radio and newspaper advertising, may decide next year that the radio appropriation, at least for that vicinity, has been wasted. And so radio gets an undeserved black eye on account of an agency's ignorance. The WWNC director does well to smoke out such an offender.

We Pay Our Respects to—

GEORGE DEWEY HAY

CONTRARY to a popular belief among many of the followers of radio's Old Guard of pioneer announcers, Bill Hay of Pepsodent fame and George Dewey Hay, known throughout the Southland and parts distant as the "Solemn Old Judge," are not brothers. If you ask George about it, he will say: "That part is tough on me because Bill is a Scotchman and I am a spendthrift."

There you have George Hay—quick wit, regular fellow and master of ad lib. Indeed, the "Solemn Old Judge" would be first to admit that, much as he loves his announcing jobs, he loves them more when he can do them without a written script. Probably it was his ad libbing that made him one of the most popular announcers in the South in spite of his northern nativity.

The "Solemn Old Judge" belongs to that coterie of Old Timers whose names will survive in radio history long after they are among the dear departed—Leo Fitzpatrick, the "Merry Old Chief"; Lambdin Kay, the "Little Colonel"; Harold Hough, the "Hired Hand", and Bill Hay of the Scotch burr.

It was while he was working as a reporter under the late great C. P. J. Mooney, editor of the MEMPHIS COMMERCIAL APPEAL, that George Hay was assigned to the microphone of its Station WMC. Becoming radio editor of that newspaper in 1923, he took over announcing on the late night feature frolic, assuming the title of "Solemn Old Judge" because of a grave demeanor that belies the hearty good fellowship and natural wit that really are his. Nearly every DX-er of those days knew his voice on the then not so crowded wave lengths.

About a year later, WLS, Chicago, then operated for Sears Roebuck by Eddie Bill, now of WMBD, Peoria, offered him a job as announcer. He accepted it. In the fall of 1924 his popularity was attested by his winning the RADIO DIGEST gold cup in its announcers' contest.

For WLS he later barnstormed through the country with Ford and Glenn, the popular radio team. He was guest announcer at WSM, Nashville, along with Leo Fitzpatrick and Lambdin Kay, when that station was inaugurated on Oct. 5, 1925. They liked him there and offered him a job. He took it, and has been there ever since, doubling in brass as its "printers' devil" as well as announcer by turning out its publicity and acting as its newspaper liaison officer.

George Hay was born in Attica, Ind., Nov. 9, 1895. His parents moved to Chicago when he was 10 and he attended primary and high schools there. In 1918, when he was 22 he joined the Army, training at Camp Gorden, Atlanta. There he gained his love for the Southland and he determined to stay. Mustered out of the service, he returned to Chicago in 1919 but soon was back in the South as a reporter for the MEMPHIS COMMERCIAL APPEAL.

Covering police court in Memphis, he soon began writing a column titled "Howdy, Judge." The whimsical note he struck in the column won it wide recognition, and his selected writings have since been issued in book form. His chief hobby is the "Grand Old Opry" program, a variety feature in which he acts as master of ceremonies, one of the stellar attractions on WSM. His other hobby is golf. He has been married 15 years and is the father of two daughters, ages 9 and 13.

NBC Auditions

AMONG auditions of programs and artists at NBC in New York during the last two weeks were: script for Kraft-Phenix Cheese Corp., Chicago; script for Merck & Co., Rahway, N. J. (chemists); talent for Borden Sales Co., New York (foods); Duncan Sisters and orchestra; Count Felix von Luckner; Leon V. Quigley, sketch; Hobart Bosworth, sketch; "Pipes and Strings," with Lew White, Ray Costa and Pollock & Kahn.

PERSONAL NOTES

ROBERT H. BURDETTE, former assistant manager of WLW, Cincinnati, joins the staff of WRVA, Richmond, May 1. Mr. Burdette is widely known in Ohio as a football star and athletic coach. Former manager of WSAI, he has for the past four years been assistant manager of WLW, also directing and producing programs, including the daily Morning Exercise Class, The "Angelus" Biblical Drama, Crosley Review, and others.

THOMAS F. O'LEARY, well known Detroit advertising man, and lately of the sales department of WXYZ, Detroit, has been appointed sales manager of WOOD-WASH, Grand Rapids, of the group of the Michigan Radio Network.

WILLIAM A. COKER, formerly promotive director of the New Orleans Association of Commerce, has been appointed director of sales and promotion of WSMB, New Orleans.

FRANCIS CONRAD, son of Dr. Frank Conrad, Westinghouse radio pioneer, has been appointed assistant manager of KDKA, Pittsburgh. Until recently he was with the station relations department of NBC in New York.

CLAUDE MORRIS, recently transferred from KDKA to NBC in New York, has returned to KDKA as dramatic chief. Frederick G. Rodgers, program director, has resigned from KDKA to return to his own business, the Rodgers Chemical Co.

EDWARD KIRBY, formerly with the C. P. Clark Advertising Agency, Nashville, is now with the National Life & Accident Insurance Co. and its radio station, WSM, Nashville, doing sales promotion and merchandising work.

JESSE H. JAY, operator of WIOD, Miami, was host in early April to Phillips H. Lord (Seth Parker) who was on a fishing trip in Florida before embarking on a round-the-world cruise.

M. I. BEVENS, formerly in the retail mercantile field, has been appointed manager of KGRS, Amarillo, Tex.

PROF. L. CZERNIAWSKI, since 1926 director of music of the Polish broadcasting system, has resigned, and has been succeeded by Prof. T. Mazurkiewicz, former director of the Warsaw Opera.

BORN, to Mr. and Mrs. John M. Littlepage, a son, John, Jr., weight 8 pounds, March 20. Mr. Littlepage is a partner specializing in radio in the Washington law firm of Littlepage, Littlepage & Spearman.

EARL C. ANTHONY, owner of KFI-KECA, Los Angeles, and his manager, Arthur Kales, called on M. H. Aylesworth, president of NBC, in New York in mid-April. Mr. Anthony was en route to Bermuda.

EDWARD KLAUBER, first vice president of CBS, returned to his office April 17 after having been confined to his home by illness for several weeks.

GEORGE F. McCLELLAND, recently appointed vice president of NBC in charge of sales, is recovering from an attack of arthritis.

WALTER PRESTON, program manager of WBBM, Chicago, has just returned to work after a two weeks' illness.

BORN, to Mr. and Mrs. George Kercher, a daughter, Merry Belle, at the Evanston hospital April 13. Mr. Kercher is assistant to Edward E. Voynow, Chicago manager of Edward Petry & Co., station representatives.

HARRY F. ANDERSON, sales manager of NBC in San Francisco, has been elected president of the San Francisco Sales Managers' Association.

JOHN NEAGLE has resigned as director of publicity of the Yankee Network. He was succeeded by Robert F. Donahue.

FRED WEBER, manager of station relations for NBC Chicago division, made a tour of associated stations during April, including KFYR, Bismark; WDAY, Fargo; WEBC, Superior; KSTP, St. Paul; WIBA, Madison; WJDX, Jackson, Miss.; KTBS, Shreveport, La.; WOAI, San Antonio; WFAA, Dallas; WBAP, Fort Worth; KVOO, Tulsa, Okla.; KWK and KSD, St. Louis.

FRANK JOHN O'LEARY, formerly associated with the Conde Nast Publications, has joined the sales staff of the Chicago NBC division. Mr. O'Leary is a well known Chicago sportsman, and has been associated with the Archer A. King Publishers Service, and with WBBM, Chicago.

DR. MAX JORDAN, continental European representative of NBC, who was assigned to Berlin in 1931 after having served as Washington correspondent for German newspapers, has been transferred to Basle, Switzerland.

BEHIND THE MICROPHONE

PHIL KOTY, University of Kentucky graduate, has been engaged by the WKBC Air Theater, Birmingham, as announcer-salesman. WKBC also reports that Gene Edwards, recently appointed manager of all studios of the WKBC Air Theater, will be married to Miss Marguerite Oeser, of Birmingham, June 3.

WALLACE GADE, announcer of KVI, Tacoma, Wash., was married April 22 to Miss Polly Fredericks, who appears as "Celia Lee" in a cooking school program on KVI and KPCB.

KVI, Tacoma, Wash., boasts one of the youngest radio announcers in the country in Maurice Webster, who has just rounded out his first six months in radio by celebrating his 17th birthday. He is also publicity director of the station.

CHARLES LYON, NBC Chicago announcer, flew to Akron, O., April 17, to broadcast a description of the first flight of the dirigible Macon. He was assisted during the broadcast by Tom Manning of WTAM, Cleveland.

JAMES ROOSEVELT, eldest son of the President, turned radio news commentator April 27 when he gave a description of the visits of Premiers Macdonald and Herriot to the White House over a CBS network.

SENOR ORTIZ TIRADO, popular Mexican radio star and leading tenor of Mexico's National Opera Company, has signed a contract with NBC Artists' Service. He made his debut April 29.

IRENE BORDONI, star of the stage and screen and a musical comedy favorite of two continents, inaugurated a new series of programs over NBC April 25.

LOWELL BAXTER is the new staff organist and pianist at WCKY, Covington, succeeding Tommy Ott, resigned.

JERRY JERMAIN, formerly of the KTAB staff in San Francisco, has rejoined that station to do a household hour in the place of Alma LaMarr, who has joined KQW, San Jose.

WALTER BUNKER, Jr., chief announcer at KFRC, San Francisco, has embarked on a five months' European cruise with his wife.

CHARLIE HAMP, who appears in a daily one-man show for Red Star "Happyeast" on WBBM, Chicago, in mid-April rounded out his 1,080th hour of broadcasting, having been on the air regularly 45 weeks a year for eight years. He is reputed to be the highest salaried non-network star in radio.

ED BROWNING has returned to the staff of WDEL, Wilmington, Del., as continuity writer. He had been away from WDEL for several months.

LEILA GRAVES THOMAS has established the Thomas School of Broadcasting at 1241 Jackson St., San Francisco. She has been a vocal teacher in the bay district for several years.

TOM DOOLEY and Danny Burke have taken their country store rustic act "Horse Sense Philosophy" from WGY, Schenectady, to an NBC-WEAF network for a Sunday night spot, starting April 23.

NORMAN WILSON and his orchestra, formerly at the Coral Gables Club in Florida, have been appointed staff music organization for KRKD, Los Angeles.

CHARLES SHEPHERD, music head of KFI-KECA, Los Angeles, made an appearance as guest conductor with the Los Angeles Philharmonic Orchestra in April.

RUTH SEANOR, Junior Leaguer and member of the Service Club, has been added to the hostess staff of NBC in Chicago. She is a graduate of the Connecticut College for Women.

IN THE CONTROL ROOM

TRIBUTE to Samuel Finley Breese Morse, inventor of the telegraph, was paid in a nation-wide CBS broadcast April 27 on the occasion of his 142nd anniversary. Climax of the broadcast was receipt of a cable from Paris from Mrs. Leila Morse Rummel, 82, his only surviving daughter.

HIRAM PERCY MAXIM, radio pioneer and founder and president of the American Radio Relay League, national amateur organization, is the author of "Life's Place in the Cosmos", a book of philosophical science, just published by Edwin Valentine Mitchell, Inc., Hartford, Conn.

A. F. MURRAY, formerly general research engineer in charge of television at RCA Victor, Inc., Camden, N. J., has joined the Philco Radio & Television Corp., Philadelphia.

EVERETT CUTTING, chief technician of KVI, Tacoma, Wash., has returned to his post after being absent since last October on account of illness.

H. C. LUTTGENS, NBC central division engineer, was interviewed on the mechanical workings of a radio network by Helen Stevens Fisher in the NBC Farm and Home Hour in April.

Pacific Admen Meet

PACIFIC Advertising Clubs Association, composed of nearly thirty west coast ad clubs, will hold its 30th convention in the Senator Hotel, Sacramento, Cal., June 18 to 21 inclusive. Delegates and representatives will attend from British Columbia, Washington, Idaho, Montana, Utah, Oregon, Nevada, Hawaii and California. There will be general assembly sessions for three days and round table discussions. Don Gilman, NBC vice president and Pacific coast manager, has been appointed a member of the program committee.

Accord Still Sought On Wave Widening

Sykes Heads U. S. Delegation; White Quits as Delegate

WITH WORD still awaited from Mexico City as to a definite date for the North American conference there to consider redistribution of wave lengths, progress is being made in the drafting of a United States proposal. With much of the detail work assigned to subcommittees of the general preparatory committee meetings are being held periodically in the hope that the various groups involved will agree on a plan for enlargement of the broadcast band.

Chairman Sykes of the Radio Commission has been formally named chairman of the delegation to represent this country at the conference. Simultaneously, it became known that Senator White, (R.) of Maine, had resigned as a member of the delegation. He was named last February, before the change in administration, by the State Department, and it was generally supposed he would head the delegation. It is believed that Senator White's resignation was prompted by the naming of Judge Sykes as chairman. His successor has not yet been named.

No Accord Yet

WHILE the nature of the preparatory committee discussions has not been made known, it is understood that no agreement has been reached as yet on the manner of enlarging the broadcast band. From the start, the NAB, through its representative, James W. Baldwin, has favored invasion of the long waves, while government and marine services have opposed it. Should these groups be unable to agree, the American delegation will have to decide whether to favor enlargement of the band at the lower or upper ends, or both.

It is believed that the conference will be held late in May or early in June. Canada and Cuba, as well as the United States and Mexico, are expected to be represented.

A possible bearing on the impending negotiations was seen in the filing recently of applications by several clear channel stations for authority to increase their power to the maximum of 50 kw. WGN, Chicago, WBZ, Boston, and WBAL, Baltimore, have filed such applications, all having been parties to the high power hearings of two years ago, which terminated in the granting of the maximum output to nine stations. The WGN application already has been designated for hearing June 2. Other clear channel stations may follow suit with applications for the maximum power.

Possibility of a revision of existing United States allocations following the North American conference is believed largely responsible for these applications. Moreover, there has been talk that the Commission might duplicate assignments on clear channels wherever power is under 50 kw.

Meanwhile, nations of Europe are preparing to revise their own broadcasting structure at a conference scheduled to begin at Lucerne May 15. Like the North American conference, the European sessions were made possible by the regional broadcasting agreements reached at the International Radio Conference in Madrid last year.

Europe faces a complete reallocation, since it must provide new channels upon which numerous stations in course of construction must be assigned. Tremendous interference has resulted from the present policy of requiring only 9 kilocycle separations between broadcasting channels as against 10 in this country. When the present allocations were worked out, European stations were of low power and engineers there saw little need for a separation greater than 9 kc.

Word from abroad is that practically all nations are agreed that more long waves must be available for broadcasting, in addition to the channels below 550 kc. already used for broadcasting. It is predicted that alterations probably will be made in the wave lengths of almost all stations on the continent.

Col. Samuel Reber

COL. SAMUEL REBER, for many years general European representative of the RCA, died at Walter Reed Hospital, Washington, April 16 at the age of 69. A pioneer figure in the radio world, Col. Reber was in charge of the aviation section, Signal Corps, with the 28th and 88th divisions of the A. E. F. in France. He was an 1886 graduate of West Point and took special electrical engineering at Johns Hopkins in 1894. He was retired from the Army in 1919, shortly thereafter joining RCA. He was a member of the Institute of Electrical Engineers, Institute of Radio Engineers and Franklin Institute. He is survived by his widow and two sons, Lieut. Miles Reber, U. S. A., and Samuel Reber, Jr., diplomatic officer of the U. S. State Department. Burial took place at Arlington April 18.

SPONSORED by various civic organizations, a series of historical programs is being carried a half hour weekly on KPO, San Francisco, through Californians, Inc., community advertising group.

Hygrade Sylvania Opens Electronics Department At Clifton, N.J., Branch

Mr. Barkley

ITS EXECUTIVE personnel and staff consisting of former executives of the DeForest Radio Corp., Passaic, N. J., the new electronics department of Hygrade Sylvania Corp., Emporium, Pa., has gone into production at a branch plant located at 64 Lakeview Ave., Clifton, N. J. Radio transmitters, transmitter tubes and specialized custom-built electronic devices are being made at the Clifton factory, the Emporium plant continuing the production of receiving tubes and lamp bulbs.

Staff All DeForest Men

THE STAFF comprises William J. Barkley, general manager; D. F. Replogle, chief engineer; Victor O. Allen, assistant chief engineer, and 22 engineers and executives, all formerly with DeForest.

Mr. Replogle

Mr. Barkley resigned as vice president of the DeForest company last February to join Hygrade Sylvania. He has been in radio since 1907 when he became president of the old Wireless Specialty Apparatus Co., manufacturing equipment for United Fruit vessels. This company in 1919 was sold to United Fruit whose radio activities were then taken over by RCA, Mr. Barkley continuing with United Fruit in a consulting capacity.

Mr. Replogle is a native of Alaska, attended college in Oregon until 1916, returned to Alaska and in 1921 entered Massachusetts Institute of Technology, being graduated in 1924. For a time he was with the Boston Edison Co., then in the sales end of National Carbon Co. In 1931 he joined DeForest to take charge of engineering and production.

ALLIED Broadcasting Corp., with offices in San Francisco, Portland, Seattle and Vancouver, has opened an office in the Creque Building, Hollywood, with a complete service starting from continuity preparation to the finished transcriptions. George F. Carefoot is president and manager with K. S. Senness as sales manager.

DO YOU KNOW WHO IS DOING THE REAL JOB FOR THE ADVERTISER? SEE PAGE 23

Ad Agency on the Carpet

(*Continued from page 13*)

don't mind being turned down—that is the privilege belonging to the fellow we are trying to sell. But, we derive a strange satisfaction in knowing that our letters have been received and the decisive, if negative, information that is contained in "we regret we'll be unable to use your station this year. Maybe next year—" and so forth.

We tried several times to land this Easter egg, but with nothing approaching success. Evidently the agency was not interested in the coverage we had to offer—and so, that was that. Until I read that advertisement! Then, I learned that they were interested and they were inviting listeners to hear their programs from another station!

Now the station with which I happen to be connected is a 1000-watter, operating on 570 kc. Naturally, the 570 spot on the dial of any radio receiver within up to fifty miles, at the least, is pretty well occupied by our signals—at any time when we are on the air. That being more or less common knowledge, my surprise was most acute when I reached that portion of the ad-invitation giving dialing instruction.

600 Miles Away

LISTENERS were being asked to tune-in a program which would be broadcast by a station also operating on 570 kc.—and located approximately 600 miles by airline from our city! The station whose call letters were given in the advertisement is one that might be heard locally, provided we were not on the air, but even that is extremely problematical. For daytime reception, listeners know that they have to depend upon the local, since it affords practically the only enjoyable reception. Even the super-powered stations are heard with an accompaniment of noises that destroy the enjoyment of their programs during the daytime.

And there you have an example of how an advertiser's money may be spent by some one who is in a position to ruin completely a good advertising campaign's chances for success. As we see it, there is more to the planning of a radio campaign than the creation of a good program. Even the best program will fall down when it comes to results, unless due care has been taken in the selection of the broadcast outlets. That job—the selection of stations—is the one job that, in many, many instances seems to be left to the office boy. Or maybe to the "stick-a-pin-in-a-map-while-blindfolded" method.

One of Many Instances

WE FIND it mighty hard sometimes to believe that radio advertising can be handled with such an apparent disregard for results, yet this is just one of many instances that have come to our attention, where a little intelligent consideration of facts which could be gained from a perusal of a station log would have prevented the wasteful expenditure of an advertiser's money.

We made an honest effort to acquaint both the agency and the client with the fact that this station's facilities were available to them. We gave them complete coverage information. We have no quarrel with them, nor with any firm that does not choose to buy what we have to offer. But, when they buy time on a station 600 miles away—and use space in local papers to attract an audience, well, we cannot help but wonder. No one station has a corner on coverage—not in these United States. But every station has certain outstanding advantages which are deserving of consideration, and we know that what coverage claims we do make can be proved by the use of any one's yardstick.

Among these is a claim which should be obvious—with our 1000-watter operating on 570 kc., there can be no possibility of any one in our primary or secondary area getting a 250 watt station, operating on the same frequency, no matter where it may be located. It just can't be done! Yet, we have an advertiser trying to do the impossible, and by now he is wondering why such sparse returns—why no audience comment, et cetera. And, maybe, when next Easter rolls around, he'll have strong arguments against the use of radio, all because some one didn't know—or, did not want to know!

9TH U.S. RETAIL MARKET

MINNEAPOLIS KSTP ST. PAUL

25,000 WATTS DAYTIME POWER

The ONLY High-Powered Broadcaster on MORE THAN ONE-FOURTH of the Radio Dial

A Constant Audience To Hear Your Story

Awaits you at

WHAM

The 25,000 Watt

STROMBERG-CARLSON STATION

at Rochester, N. Y.

There are two kinds of listening audience . . .

FIRST: That which listens to the station for some highly publicized or long-established feature.

SECOND: That which listens to a station regularly because of the uniform quality of its programs.

It is the latter type of audience which WHAM has to offer you. The proof? The Widmer Grape Products Industry of Naples, N. Y., uses 30 minutes weekly. On the fourth broadcast, it was decided to make an announcement 30 seconds long of a jig saw puzzle to be given free on receipt of a postcard. No preliminary publicity was given this announcement and it occurred as part of the regular program. Nearly 7,000 replies were received!

These replies came from 18 states and 4 Canadian provinces, but the interesting part is that only 21.29% came from the city of Rochester *while 73.09% came from Central, Western and Southern New York, Northern Pennsylvania and Eastern Ohio, within the 250 mile radius which WHAM covers regularly.*

CONCLUSIVE PROOF OF A CONSTANT LISTENING AUDIENCE!

In this prosperous area is found 59.37% of the nation's manufacturing. From it comes 53.2% of the tax returns showing incomes over $5,000.

From WHAM you not only reach a CONSTANT AUDIENCE, BUT an *Audience* that *Has the Means to Buy* and which *Spends Those Means Regularly.*

TALENT FACILITIES: WHAM has complete talent facilities for originating programs, either local or for the NBC Blue Network with which it is associated.

Western Electric Double Turntable 33 1/3 R.P.M., lateral and vertical pick-up equipment.

Let us send you rates, open time, and complete market data.

STATION WHAM

SAGAMORE HOTEL
ROCHESTER, N. Y.

Owned and Operated by the Stromberg-Carlson Telephone Manufacturing Company.

Operating Power: 25,000 Watts, 260.7 Meters, 1150 Kc.

CLEAR CHANNEL . FULL TIME . ASSOCIATED NBC

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Representatives and Apparatus; Notes from the Stations

STATION ACCOUNTS

WNAC, Boston, reports the following new accounts: Marcus-Lesoine, Inc., San Francisco (Lovalon Shampoo) 26 transcription broadcasts, twice weekly from April 18, Erwin-Wasey and SHB, San Francisco; Dorothy Muriel, Inc., Boston (food shops) talks on social events daily except Sunday to Sept. 23, Harry M. Frost, Boston; Menderth, Inc., Boston (plant fertilizer) talks on gardening Sundays, April 9 to July 2, Wood, Putnam & Wood, Boston; Conrad & Co., Boston department store, 13 broadcasts on Mondays from stage of Metropolitan Theater and 10 broadcasts of high school orchestra competition for Conrad cup, through Salinger & Publicover, Boston.

WBBM, Chicago, reports Bulova Watch Co., New York, sponsoring 9 time signals daily for indefinite periods, through Biow Co., New York; Scientific Laboratories, Chicago, (Reducoids) sponsoring daily announcements for 26 weeks, direct; Pharma-Craft Co., Louisville (deodorant) using announcements Tuesdays and Fridays for 26 times from April 11, thru Green, Fulton, Cunningham Co., Chicago; Eitel, Inc., Chicago (Old Heidelberg Inn at World's Fair) daily announcements for indefinite period from April 8, thru C. Wendell Muench, Chicago; Marcus-Lesoine, San Francisco (Lovalon hair rinse) daily afternoon transcriptions, 26 times from April 11, thru SHB, San Francisco; Ward Baking Co., Chicago (bakery goods), Mitzi Green in "Happy Landings" transcriptions two evenings a week from April 19, thru WBS and Joseph Katz, New York.

WMAQ, Chicago, reports signing Pillsbury Flour Mills Co., Minneapolis, for "Today's Children" dramatic show 5 mornings weekly, 8 weeks from May 8, thru Dollenmayer Adv. Co., Minneapolis. Luxor, Ltd., Chicago (soap) has renewed half-hour dramatic shows one night a week for 13 weeks; handled by N. W. Ayer & Son, Chicago. Chocolate Products Co., Chicago (Kay-O chocolate drinks) is sponsoring "Adventure in Squibbie Land", children's show, once a week for 13 weeks, from April 29; handled by Commercial Broadcasters, Chicago. United Remedies Co., Chicago (Hollywood Pom-O-Granite juice) has renewed quarter-hour program "Be Fit, Not Fat" for 11 weeks; handled by Heath-Seehof, Chicago.

FELS & Co., Philadelphia (Fels Naptha soap) is using the "Em and Si" sketches on WCLO, Janesville, Wis., through WBS and Young & Rubicam, New York. WCLO also reports that the Adlerika Co., St. Paul, is using a 16-piece orchestra, starting April 27, together with other features in a special campaign.

LATE IN April KHJ, Los Angeles, started a three months series for S. and W. Coffee Co., San Francisco, with the San Francisco office of W. Vincent Lahey handling account. Three night weekly programs feature Norman Nielsen and Hazel Warner, vocalist.

THE FOLLOWING stations report signing Affiliated Products, Inc., Chicago, for its Louis Philippe transcriptions: WOR, WBAL, WRVA, WJSV, WCAU, WCSH, WNAC, WHAS, WOKO, KSTP, KOL, WSPD, WTMJ.

WLS, Chicago, reports Franco-American Hygienic Co., Chicago (toilet goods) sponsoring quarter-hour "Fan Fare" Friday afternoons for indefinite period from April 21; handled by Mason Warner, Chicago. Kitchen Art Foods Co., Chicago (food preparations) is using five minute morning spot daily from April 19 for indefinite period; handled by Rogers & Smith, Chicago.

KYW, Chicago, reports Crazy Water Co., Mineral Wells, Tex. (mineral water) using three 15-minute evening programs a week for 13 weeks from April 17; handled by Rogers & Smith, Chicago. E. Griffiths Hughes, Inc., Rochester, N. Y. (Kruschen reducing salts) is sponsoring quarter-hour musical program one night weekly for indefinite period, handled by Johnstone Advertising and Sales, Rochester, N. Y.

WGN, Chicago, reports S. O. S. Co., Chicago (cleaner) using 15-minute program daily mornings for 13 weeks; handled by Henri, Hurst & McDonald, Chicago. Hill Nurseries, Chicago (seeds and plants) is using 15-minute evening program Fridays for four weeks, direct.

WJJD, Chicago, reports the Willard Tablet Co., Chicago, sponsoring twice daily musical programs for indefinite period, direct; Scientific Laboratories, Chicago (Reducoids) daily 15-minute programs for indefinite periods, direct; Dollar Crystal Co., Omaha (Texas Crystals mineral water) 15-minute musical programs twice daily for indefinite periods, direct; United Remedies, Chicago (Kolorbak hair dye) 15-minute program daily for indefinite period, thru Heath-Seehof, Chicago; Prima Brewing Co., Chicago (beer) sponsoring home games of Chicago White Sox ball club and telegraphic reports of out of town games for season, direct.

SOUTHWEST Broadcasting Co., Fort Worth, Tex., reports the following accounts signed for the several stations of its Texas-Oklahoma network: Goodier-Universal Laboratories, Dallas (hand lotion) musical program, Thursdays, 9-9:30 p.m., 52 weeks, all stations, handled direct; C-S-O Laboratories, San Antonio (antiseptic), two daily announcements, direct.

HOLBROOKS, Ltd., Birmingham, England (sauces) has taken a 15-minute morning transcription spot on CFRB, Toronto.

GENERAL BAKING Co. has undertaken the sponsorship of Mike and Herman, formerly heard on Chicago stations, over WCBA-WSAN, Allentown, Pa.

STONE'S BEACH, Indiana summer resort, is using a 10-minute musical program three times weekly on WCKY, Covington, Ky.

NETWORK ACCOUNTS

WASEY PRODUCTS, Inc., New York (Zemo and other products) on April 24 started "The Voice of Experience" on 15 CBS stations, Mondays to Fridays inclusive, 11-11:15 a.m., and also Wednesdays, 8-8:15 p.m. Program was first carried on WOR, Newark, with great success. Erwin-Wasey & Co., New York, handles account.

P. LORILLARD Co., New York (Old Gold cigarettes) on May 10 renews Fred Waring's Pennsylvanians, George Givot and Mandy Lou on 57 CBS stations, Wednesdays, 10-10:30 p.m. Lennen & Mitchell, New York, handles account.

THE NONSPI Co., New York (deodorant) on June 5 starts The Street Singer on 36 CBS stations, Mondays, Wednesdays and Fridays, 9:15-9:30 p.m., the first four weeks, and Mondays and Wednesdays, 9:15-9:30 p.m., thereafter. Cecil, Warwick & Cecil, New York, handles account.

BUICK - OLDSMOBILE - PONTIAC SALES Co., Detroit (Pontiac cars) has extended through June 22 its Col. Stoopnagle and Budd feature on 44 CBS stations, Thursdays 9:30-10 p.m. Campbell-Ewald Co., Detroit, handles account.

GULF REFINING Co., Pittsburgh, has decided on May 3 as starting date of Irvin S. Cobb and Al Goodman's orchestra on 43 CBS stations, Wednesdays and Fridays, 9-9:15 p.m. Same sponsor's program featuring Will Rogers started on NBC-WEAF network April 30, to be heard Sundays, 9-9:30 p.m. Cecil, Warwick & Cecil, New York, handles account.

GOLD DUST Corp., New York, on April 28 started "Goldy and Dusty" and the "Silver Dust Twins" on 10 CBS stations, daily except Saturdays and Sundays, 9:15-9:30 p.m. Batten, Barton, Durstine & Osborn, New York, handles account.

KRAFT-PHENIX Cheese Corp., Chicago, on April 22 renewed cookery talks by Mrs. Goudiss on NBC-WEAF network, Saturdays, 11-11:15 a.m., 13 weeks. J. Walter Thompson, Chicago, handles account.

BOURJOIS, Inc., New York (toilet articles) on May 1 adds Don Lee network to CBS hookup for its "Evening in Paris" program.

CHEVROLET MOTOR CAR Co., Detroit, has extended contract of NBC-WEAF network program, featuring Jack Benny for six weeks to June 23, Fridays, 10-10:30 p.m.

BRISTOL MYERS Co., New York, on May 26 will extend "Phil Cook and Ingram Shavers" program to include Fridays as well as Mondays and Wednesdays, 8:45-9 p.m., on NBC-WEAF network.

SWIFT & Co., Chicago (meat packers) has renewed "Thurston the Magician", on NBC-WJZ network, Thursdays and Fridays, 8:45 p.m. The program was to have gone off the air April 28.

R. B. SEMLER, Inc., New York (Kreml hair tonic) on April 26 changed the time of its Wednesday program on CBS to 11:15-11:30 a.m.

HOUSEHOLD FINANCE Corporation's "Musical Memories" programs on the NBC-WJZ network on May 2 and thereafter will change time to Tuesdays, 10-10:30 p.m., EDST.

QUAKER OATS Company's "Dick Daring" programs on April 30 and thereafter will be heard Sundays 6:45-7 p.m., EDST, on an NBC-WJZ network.

PEPSODENT'S "Goldbergs" program on May 1 added KPO and KOA, daily except Saturdays and Sundays, 12 midnight-12:15 a.m., EDST.

JOHN H. WOODBURY Company's program with Donald Novis and Leon Belasco's orchestra on an NBC-WJZ network switches to an NBC-WEAF network May 3 to be heard thereafter on Wednesdays, 8:30 p.m., EDST.

MODEL OF VIENNA'S BISAMBERG—New Austrian 120 kw. station is the first in Europe to use 300 kw. tubes. One of its aerial masts acts as aerial and the other as a reflector to prevent radiation of too much energy to the eastward or away from Austria.

Railway Renews

THE ONLY eastern railway to utilize radio advertising along with other media, Chesapeake & Ohio Railway on April 26 concluded its first year on the air as a spot account. Its nightly "All Aboard" call on WRC, Washington, timed with the departure of its crack air-conditioned train, the *George Washington*, has won a large audience and officials of the railroad attest to its value in building passenger traffic. Account, handled by Campbell-Ewald, Detroit, will be continued on WKRC, Cincinnati, and WHAS, Louisville, as well as WRC.

Derby by Remote

THOUGH the Kentucky Derby will be covered as usual May 6 by the networks, WGN, Chicago, will for the ninth successive year send its own announcer and remote control engineers to handle the event independently, as it did the Olympic Games last summer and the political conventions of 1928 and 1932. Quin Ryan, WGN manager and chief announcer, will be assisted by Al Sabbath, veteran horseman. Carl Meyers, chief engineer, will handle the special hookup.

TRANSCRIPTIONS

ADDITIONAL transcription accounts placed on various stations are reported as follows by National Advertising Records, these being supplemental to the list carried in the April 1 issue of BROADCASTING.

Affiliated Products, Inc., Chicago (Edna Wallace Hopper and Louis Philippe cosmetics).

Bost, Inc., New York (Bost toothpaste).

Chamberlain Laboratories, Inc., Des Moines (hand lotion).

Crazy Water Hotel Co., Mineral Wells, Tex. (mineral water and crystals).

Federal Ink & Chemical Co., Seattle, Wash. (inks).

B. F. Goodrich Rubber Co., Akron, O. (tires).

H. J. Heinz Co., Pittsburgh (Heinz food products).

Holbrook, Ltd., Birmingham, England (sauces).

Horowitz Bros. & Margareten, New York (matzoh bakers).

Kendall Refining Co., New York (motor oil).

Knox Co., Kansas City (Cystex compound).

Los Angeles Soap Co., Los Angeles (soaps).

Maggi Co., Inc., New York (Maggi seasoning).

Marcus-Lesoine Co., Inc., San Francisco (Lovalon hair waving).

Philadelphia Coke Co., Philadelphia (Koppers coke).

Chas. H. Phillips Chemical Co., Wheeling, W. Va. (Milk of Magnesia).

Plough Chemical Co., Memphis, Tenn. (medicines and cosmetics).

Princess Pat, Ltd., Chicago (rouge).

Professional Acceptance Corp., Chicago (collections).

Protective Diet League, Los Angeles (Kelfood).

Dr. W. J. Ross Co., Los Angeles (dog food).

Southern Dairies, Washington, D. C. (dairy products).

Thinc Products Co., New York (hand cream).

United Remedies Co., Chicago (Kolorbak for hair).

Ward Baking Co., New York (bakery products).

Virginia Dare Extract Co., Brooklyn (extracts).

J. L. Watkins Co., New York (Dr. Lyons tooth powder).

Wojthasinski Drug Co., Dorchester, Mass. (medicines).

WBBM Suing Agency

FILING of a suit for $20,000 against the liquidating Critchfield & Co. Chicago agency, was to have been made in Superior court of Chicago May 1 by the WBBM Broadcasting Corp., Chicago, it was announced in the WBBM offices. The suit charges the agency with failure to live up to a non-cancellable contract for a program sponsored by its client, the Marmola Company (reducing tablets). The program, a dramatization of the newspaper serial "Chickie", was contracted for at the first of the year, and the agency began liquidation proceedings March 1, cancelling the contract.

PROSPECTS

GEORGIA ICE Manufacturers Association is planning an 8-week campaign in that state, using radio and newspaper advertising. Account is handled by Eastman, Scott & Co., Atlanta.

THE COMMERCIAL BREWERY, Charlestown, Mass. (old Homestead Ale) will use radio with newspaper advertising in a campaign handled by The Goulston Co., Boston.

LEOPOLD MORSE Co., Boston (men's clothing) will use radio locally, with Ingalls-Advertising, Boston, handling account.

HOLLYWOOD DIET Corp., Chicago, will use radio with newspapers in a campaign to be handled by Phelps-Engel-Phelps, Inc., Chicago.

IVANHOE FOODS, Inc., Auburn, N. Y. (Ivanhoe Mayonnaise) is using radio with other media in a new campaign just started in selected northeastern and Ohio, Indiana and Michigan cities.

CROSLEY RADIO Corp., Cincinnati (radios and refrigerators) makes up lists during May and will use radio with other media. Proctor & Collier Co., Cincinnati, handles account.

MANCHESTER BISCUIT Co., Fargo, N. D., will use radio with newspapers in a campaign to be handled by the Minneapolis office of Erwin, Wasey & Co.

THE LANE Co., Alta Vista, Va. (cedar chests) formerly a CBS network advertiser, reports it will again use radio in its fall advertising, which will be placed by Henri, Hurst & McDonald, Inc., Chicago.

AGENCIES AND REPRESENTATIVES

CALLING a one-day "brass tacks business session by members and for members, with no speakers, no outsiders, no banquet, no entertainment and no frills of any kind", the Association of National Advertisers will hold its meeting in New York May 15 in executive session. Economic conditions, it was explained by Stuart Peabody of the Borden Co., president, led to calling the one-day conference in lieu of the ANA's usual semi-annual three-day meeting.

SESSIONS of the 16th annual meeting of the American Association of Advertising Agencies will be held in the Mayflower Hotel, Washington, May 11 and 12. The convention program this year will feature exhibits of accomplishments by advertising under adverse business conditions.

H. E. RINGOLD has been appointed sales manager of Scott Howe Bowen, Inc., New York, which recently appointed L. D. Fernald, formerly general manager of the Evans Publishing Corp. and before that general manager of the Conde Nast publications, as vice president. Scott Howe Bowen also announces the appointment of Edward A. Byron, formerly production manager of WLW, Cincinnati, as program counsel.

CARL HAVERLIN, recent sales director for KFI but now vice president of Bowman, Deute, Cummings, Inc., Los Angeles, is chairman of the radio departmental meetings to be held by the Pacific Advertising Clubs in June at Sacramento, Cal. Lindsey Spight, of the San Francisco NBC sales force, will be vice chairman.

RICHARD MORENUS, for the last few years a specialist in radio writing and production in his own agency in Fort Wayne, Ind., has joined Guenther-Bradford & Co., Chicago agency, as head of its radio department.

EDWARD VOYNOW, Chicago manager of Edward Petry & Co., has been elected vice president of the company. Edward Petry is president and "Hank" Crystal is secretary-treasurer.

JOSEPH R. SPADEA, formerly in charge of the Detroit office of Scott Howe Bowen, has been transferred to the New York office. The Detroit office has been closed.

PREMIER-PABST Sales Co., Chicago (Blue Ribbon Beer) has appointed Matteson-Fogart-Jordon Co., Chicago, to direct its advertising. Marvin Harms is advertising manager and T. W. Davis is account executive. Agency formerly handled the Blue Ribbon Malt account and now handles the entire Premier-Pabst account.

YOUNG & RUBICAM, Inc., New York, has been appointed to handle the advertising for Colgate dental and shaving creams. Advertising of other products in the Colgate-Palmolive-Pett line continues with Lord & Thomas, Chicago.

ARTHUR BERGH, former head of the radio department of Young & Rubicam, New York, and before that musical and recording director of Columbia Phonograph Co., has joined the radio department of Lennen & Mitchell, New York.

DEL RAY Corp., 600 Bryant St., San Francisco (Italian dinners and other canned and bottled food products) has placed its advertising account with the San Francisco office of J. Walter Thompson Co.

ERWIN, WASEY & Co., Chicago, has been appointed to handle the radio and newspaper advertising of Battle Creek Food Co., Battle Creek, Mich. (Battle Creek Sanitarium health foods). The Henry C. Phibbs Co., Chicago, continues to handle the company's medical advertising.

THE PEPSODENT Co., Chicago, will shortly introduce a new facial cream under the trade name "Junis", but advertising plans are still in abeyance.

CITY BREWERY, Brooklyn, has placed its advertising with Kerr, McCarthy & Roberts, Inc., New York.

St. Louis

AGAIN THE CENTER OF THE WORLD'S BREWING INDUSTRY

Thousands of workmen have been returned to their old jobs. Thousands of extra dollars are pouring in St. Louis daily—and into the pockets of these well paid craftsmen.

The return of beer means much to the entire nation as a business stimulant. Then think what it must mean to St. Louis, the world's great brewing center.

■

YOU CANNOT ADEQUATELY COVER ST. LOUIS WITHOUT USING WIL

■

WIL · St. Louis, Missouri

WCKY IS DOING THE REAL JOB FOR THE ADVERTISER!

unless you've already heard the news the results will surprise you.

5000 Watts . CLEARED CHANNEL
"The Voice of Cincinnati"

ASSOCIATE NBC STATION
Owned and Operated by
L. B. WILSON, INC.

The Big Five
of
Pittsburgh's
Department
Stores

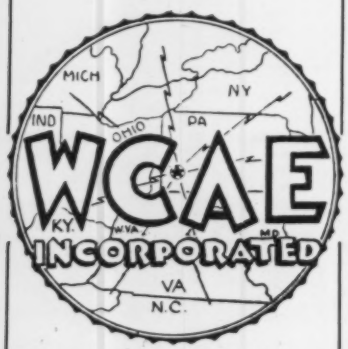
USE
WCAE
to Carry
Merchandise
Messages to
Pittsburgh's
LARGEST
RADIO
AUDIENCE

■

WCAE Is First on the air in Pittsburgh, and the last off. Its week-day schedule of *18 hours, 18 minutes* carries programs of local appeal and NBC Red Network features.

■

1000 Watts 1220 Kcs.



Affiliated with
Pittsburgh Sun-Telegraph

STUDIO NOTES

COOPERATING with the American Radio Relay League, national amateur organization, the following stations are carrying A. R. R. L. programs: WMAQ, Chicago; WBZ-WBZA, Boston; WMBD, Peoria, Ill.; KGKO, Wichita Falls, Tex.; KXA, Seattle; WABI, Bangor, Me.; KWSC, Pullman, Wash.; WPTF, Raleigh, N. C.; KGDY, Huron, S. D.; WCAH, Columbus, O. KMMJ, Clay Center, Neb., and WGLC, Hudson Falls, N. Y., are planning to carry radio amateur programs shortly.

AN UNUSUAL feature of a booklet prepared by KSD, St. Louis, is a chart setting forth a full week's comparative programs of the three leading St. Louis stations. The booklet also analyses the population of the cities in KSD's "area of influence" and tabulates the population characteristics and retail outlet in Greater St. Louis.

KFWB, Hollywood, is recruiting talent for a junior Hi-Jinks. Bill Ray, assistant manager, has sent out a call for boys and girls of school age who can imitate the station's Hi-Jinks performers. The best in the preliminary auditions will be used later for a gala junior performance of the successful Hi-Jinks program. If the turn-out proves large and the interest keen, it is planned to stage an entire series.

TALKS on the trend in women's styles are given weekly over KYW, Chicago, by Mrs. Austin W. Young, fashion preview editor of the CHICAGO HERALD AND EXAMINER.

A NEW program of interest to women particularly is "Who's Who in Akron", a daily morning broadcast in which a woman discusses local women prominent in social and business affairs, on WJW.

A LISTERINE carton was the only admission required of children for the vaudeville and movie show during the week of April 21, at the Majestic Theater, Chicago, which had as one of its attractions the cast of "Uncle Quin and his Skalawags", feature of WGN, Chicago. The program is conducted daily by Quin Ryan, manager of WGN, under sponsorship of the Lambert Pharmaceutical Co., St. Louis.

SEARS ROEBUCK & Co., Chicago, sponsoring two quarter-hour musical programs daily over WLS, Chicago, for the last several years, has combined the programs, presenting a half-hour feature each morning.

THE NEW studios of WPRO, Providence, R. I., are nearing completion. The suite includes a large studio, a small studio, a transcription room, and an announcing room. In addition there is a control room, located between the studios, and a large business office, reception rooms and an audition studio.

AMONG new entertainers on WBT, Charlotte, N. C., is Princess Nacoomee, an Indian, the granddaughter of California Joe, Indian scout who served with George A. Custer, Buffalo Bill, Kit Carson and other pioneers. The princess recounts true stories twice weekly under the sponsorship of the Independent Grocers Association of the two Carolinas.

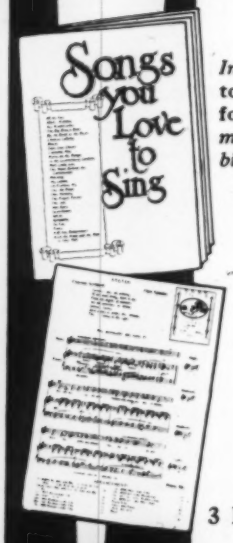
DEVOTED to the activities of KOIN, Portland, Ore., the "RADIO ADVERTISER", a four-page tabloid newspaper, is being issued by that station from the presses of the PORTLAND JOURNAL, operator.

A SERIES of "Timely Topics on Health" was started over WAAB, Boston, and relayed to the Yankee Network April 20, and will be continued weekly under the auspices of the Massachusetts Memorial Hospital. Sustaining program consists of talks by hospital officials on health preventive measures.

GUARANTEED POPULARITY
for Your Musical Programs!

America's leading music-publisher presents 58 best-selling songs (chosen by actual sales figures) with complete program notes.

●



In two very attractive catalogs—**"Songs You Love to Sing"** *and* **"Your Favorite American Songs for Studio and Recital"**—*we have included a full music-page of each song, and a picture and biographical sketch of each composer.*

●

Program builders and continuity writers—send for FREE copies of these catalogs. They take the guessing and the digging out of program building. *Address Radio Dept.,*

G. SCHIRMER
(Incorporated)
3 East 43rd Street New York, N. Y.

Sample continuities for 15-minute programs are yours for the asking.

Commission to Buy Precise Receivers

THE RADIO COMMISSION is in the market for seven first class high precision radio receivers and four home recording units or "robot listeners", for use primarily by its field force in following station programs and in recording material of questionable character to be used at formal hearings. Bids on such apparatus have been invited and will be opened at the Commission May 10.

Leading set manufacturers are expected to submit bids. Specifications call for accuracy to five kilocycles, plus and minus, which means the sets must be highly selective. Automatic volume control and a minimum of 10 tubes are also specified.

The receivers, which will augment, rather than supersede apparatus now in use, will be placed at monitoring stations in Boston, Baltimore, Atlanta, Chicago, Grand Island, Neb., Portland, Ore., and Los Angeles.

Where the four automatic recorders will be stationed has not been definitely decided, although it is planned to place one on the west coast, the second on the east coast, the third in the center of the country and the fourth at Washington. When programs of stations under investigation are recorded, the plan is to introduce them in evidence and "play back" the programs to the Commission. One such portable unit has been in the Commission's possession for about two years. It is similar to the home recording sets sold for public distribution.

Nearly Half of Radios Over Three Years Old

FORTY-TWO per cent of all radio receivers in use today are more than three years old, according to a survey reported in the periodical RADIO RETAILING. The tabulations are based upon interviews with owners of more than 7,000 sets in 79 towns and cities.

The survey revealed that less than 16 per cent in use were purchased during the last year, that 39 per cent are two years old or less and that 52 per cent have been in use less than three years. Ninety-three and three-tenths per cent use alternating current, and the average tubes for each set was found to be 7.35.

AFA Chairmen Named

PROGRAM chairmen for five of the national departmental groups which will participate in the 29th annual convention of the Advertising Federation of America in Grand Rapids June 25-29 have been announced as follows: Irwin Maier, advertising manager of MILWAUKEE JOURNAL, for Newspaper Advertising Executives Association; Clarence D. Blessed, Walker & Co., for Outdoor Advertising Association; E. Lee Turley, U. S. Advertising Corp., for Direct Mail Advertising Association; Francis H. Lawton, Jr., General Business Films, for Talking Motion Picture Group; and Charles F. Hatfield, St. Louis, American Community Advertising Ass'n.

Hockey as Sponsored Feature

(*Continued from page 12*)

east!" At the conclusion of the theme song, Foster Hewitt, Canada's premier sports announcer, gives a resume of the play and turns over the microphone to the commercial announcer who gives a topical message. Since the broadcasts go on the air usually during the first intermission of the game, the audience is then turned over to a dance orchestra, handled by a third announcer. Occasionally sporting celebrities are brought to the microphone during intermissions. As hockey is played in three 20-minute periods, an opportunity for a second commercial announcement and additional entertainment is given at the second intermission.

For a considerable fee, General Motors was given a franchise in 1931 to broadcast all the home games of the Toronto Maple Leafs, who eventually won the world's championship in 1932. At first there were great arguments as to whether the broadcasting would cut down the attendance, but when packed house succeeded packed house, the argument soon died down. Then it was argued that since everyone in Toronto who took an interest in hockey must be attending the games, General Motors had no radio audience. Thereupon G. M. hired twenty girls to telephone a thousand homes at random on a night when the hockey broadcast had the competition of Canada's outstanding musical program. Forty-seven per cent of the radio audience was listening to the hockey, 31 per cent to the musical program and the balance of 22 per cent to all other stations, U. S. and Canadian!

Extended to Network

BY THE end of the 1931-32 season a tremendous audience had been built up within the radius of the three stations used, and an insistent demand was coming in for an extension of the network. Thousands of letters were received, although no fan mail was asked for. The interesting fact about these letters was that, particularly towards the end of the season, they showed an acute consciousness of the sponsor. The majority stated either that they were driving General Motors products or that their next cars would be selected from this line. The theme of most letters was gratitude to G. M. for making it possible to hear the games.

Thus encouraged, General Motors Products of Canada began on Jan. 7 this year, to feed its hockey broadcast from Atlantic to Pacific at 9:15 p.m., EST, every Saturday night. Hundreds of thousands of rural and urban listeners who had never known "big-league" hockey before were able to follow, at their own firesides, the feats of the stars of the game. Sporting editors all over the country gave advance write-ups and followed up with comments on the broadcast. Within six weeks it was freely stated by radio columnists that the G. M. hockey broadcasts were the most popular feature on the Canadian air.

Leads in Each City

TO CHECK up on this, Campbell-Ewald Ltd., the General Motors agency, instituted an independent telephone check-up in half-a-dozen cities. Almost 6,000 calls were made. In every city in which the survey was conducted General Motors had a larger number of listeners than any other program on the air at the same time. The closest competition was in Toronto, where from 10 to 10:30 on Thursday night, Lucky Strike's "The Baron" (which does not come over any Canadian stations) got 40 per cent of the listeners, compared with hockey's 46 per cent. What is more, in every city except Vancouver (the most distant) General Motors pulled a larger audience than any program on the air on the Tuesday, Wednesday, Thursday, Friday or Saturday on which surveys were made. In Toronto, where the competition was closest on Thursday, the reverse was true on Saturday. On this day, with a listening audience only 3 per cent lower than that of the highly competitive Thursday, hockey broke all records by attracting 72 per cent of all listeners.

A recent United States survey showed Ed Wynn, with 299 listening sets per 1,000 calls, as the most listened-to weekday program. General Motors hockey, after being on the air only eight weeks, was getting at the time of the survey, a nation-wide average of 276 listening sets for every 1,000 calls (including unanswered calls). In Ontario, where it has been on the air over a year, the figure is 383 listening sets per 1,000 calls.

Incidentally, letters have been received from almost every state in the United States, from South America and from up beyond the Arctic Circle. So it is evident that even today the popularity of the hockey broadcast is not confined to the "hockey belt" of Canada. Its audience is steadily growing in the United States, and its commercial value for advertisers must soon receive serious attention.

Radio Sells Insurance

(*Continued from page 8*)

help in safety campaigns, and tell in a more or less general way concerning some of the fundamental values of insurance. But beyond that we must leave the actual job to the agent.

Institutional Programs

THE TWO spearheads of radio advertising which The Travelers makes use of are the "Travelers Hour" and the "Travelers News Bulletin." The "Travelers Hour" is broadcast each Monday night from 7 until 8 o'clock and features a staff orchestra of 40 musicians under the direction of the distinguished Dutch-American composer and conductor Christiaan Kriens, and each program presents a nationally known vocal or instrumental artist. On this program there appears absolutely no commercial plug except the name of the sponsor. The announcer simply says, "The Travelers Hour, sponsored by The Travelers Insurance Company, The Travelers Indemnity Company and The Travelers Fire Insurance Company."

The "Travelers News Bulletins", one-minute talks blending historical interest with the value of insurance, are offered every day. These talks are written by the publicity department and follow a semi-dramatic story form.

Let the station make the name well known and let the agent, backed by home office training, go out and do the actual selling. He may be stationed in Atlanta, or in Denver, but wherever he is the voice of the mother company will reach him. It will make him feel that he is not stranded and alone, but that he is an integral part of one big family. And which one of us does not like a little moral support now and then? Sentimental? Perhaps. But psychologically it is good business.

Cotton Campaign

AS PART of its National Cotton Week celebration, May 15 to 20, the Cotton Textile Institute, New York, has announced plans to spend more than $2,000,000 to advertise cotton merchandise. Whether radio would be used was not revealed.

TWO MORE NATIONAL ADVERTISERS
HAVE GONE ON THE AIR OVER
THE NATION'S TEST STATION
TO TEST WCLO PROGRAM IDEAS

We are producing and presenting a series of two half hour programs weekly for the Fels Naptha Soap Company and a series of half hour weekly programs for the Adlerika Co. of St. Paul, Minn. WCLO merchandising ideas are being incorporated in both campaigns.

Agencies and national advertisers will always find WCLO's program and merchandising ideas novel and practical. Eight new station tested programs are ready for audition or script will be forwarded on request.

Write for complete information about WCLO—its programs—merchandising service—and the wealthy area it serves.

WCLO • Latest Western Electric Transmitter
JANESVILLE, WISCONSIN
THE NATIONAL ADVERTISER'S PROVING GROUND

WRVA
RICHMOND
VIRGINIA'S PREMIER RADIO STATION
ESTABLISHED 1925

90% Increase in the number of radio sets in Virginia since 1930 census.

82½% Owned radio sets among the 6,707 homes contacted in house-to-house survey in Richmond territory by large national advertiser.

84% Of the radio-owning homes interviewed in the Richmond territory stated THEY LISTENED MOST TO WRVA.

This steadily increasing audience in a state where taxes are low, retail sales are holding up remarkably well, and the number of farm mortgages is next to the lowest in the nation, will hear your message from WRVA, the only NBC outlet in Virginia.

5,000 Watts Full Time Clear Channel

ACTIONS OF THE

FEDERAL RADIO COMMISSION

APRIL 16 TO APRIL 30 INCLUSIVE

Applications . . .

APRIL 18

WMAL, Washington, D. C.—License to cover CP for auxiliary transmitter resubmitted in name of NBC.

WAMC, Anniston, Ala.—CP to install new equipment at new location (to be determined by tests) and move studio locally.

KFQD, Anchorage, Alaska—Modification of license to change frequency from 1230 kc. to 850 kc.

Applications returned: KECA, Los Angeles—CP to change transmitter location locally, using KFI's auxiliary transmitter with changes, and increase day power from 1 kw. to 2½ kw.; NEW, Herbert H. Fette and Ewald Fette, Meriden, Minn.—CP for a new station, 1210 kc., 75 w., specified hours of operation.

APRIL 19

WGNY, Chester Township, N. Y.—Modification of license to increase power from 50 w. to 100 w.

WSEN, Columbus, O.—CP to move transmitter locally.

WJKS, Gary, Ind.—CP to move transmitter from Gary to Hammond, Ind.

WCAL, Northfield, Minn.—Modification of license to increase specified hours of operation (facilities of KFMX, Northfield, Minn.)

WKBB, East Dubuque, Ill.—Modification of CP to move station from Joliet to East Dubuque, Ill., change frequency from 1310 kc. to 1500 kc., and change from sharing with WCLS to specified hours, to extend commencement and completion dates to 6-21-33 and 11-21-33, respectively.

KOA, Denver—Modification of 50 kw. CP to extend completion date from 5-17-33 to 11-17-33.

APRIL 25

WRAK, Williamsport, Pa.—Modification of license to change hours of operation from sharing with WJEQ to unlimited time (facilities of WJEQ, Williamsport, Pa.).

WKBF, Indianapolis—License to cover CP to move transmitter locally.

KOL, Seattle—Modification of license to change frequency from 1270 kc. to 850 kc., resubmitted without change.

Applications returned: WDEL, Wilmington, Del.—Modification of license to increase night power to 500 w. experimentally; KGKB, Tyler, Tex.—CP to make changes in equipment and increase D power from 100 w. to 250 w.; NEW, William Ellis Phillips, San Diego, Cal.—CP for 1420 kc., 100 w., unlimited time.

APRIL 27

WJSV, Alexandria, Va.—License to cover CP to move transmitter from Mt. Vernon Hills to Mt. Vernon Memorial Highway, Alexandria, Va., and install new transmitter.

WOBU, Charleston, W. Va.—Modification of license to increase power from 250 w. night, 500 w. day to 500 w. day and night.

WJBU, Lewisburg, Pa.—CP to move station to Sunbury, Pa., amended to change transmitter site locally and change type of antenna.

KUOA, Fayetteville, Ark.—CP to make changes in equipment and move transmitter locally amended to request transmitter location at "site to be determined subject to approval of the Commission."

WMBH, Joplin, Mo.—License to cover CP to install new transmitter.

WSBC, Chicago—Modification of license to change specified hours of operation.

WCRW, Chicago—Modification of license to change specified hours of operation.

NEW, La Grande, Ore.—Eastern Oregon Broadcasting Co., Inc., for CP to use 1500 kc., 100 w. power, unlimited time, facilities of KOAC, Corvallis, Ore., in terms of quota units, amended as to transmitter location, equipment, and to increase D power to 250 w.

Decisions . . .

APRIL 18

WINS, New York—Granted CP to move station from Astoria, L. I., to Paterson Plank Road, Carlstadt, N. J.

WNBW, Scranton, Pa.—Granted extension of authority to remain silent from April 16 to June 1, pending action on pending application.

WQBC, Vicksburg, Miss.—Granted special temporary experimental authority to operate unlimited time on 1360 kc., with 500 w. from May 1 to Nov. 1.

W2XAX, New York—Granted renewal of experimental visual broadcasting license; frequency 43000-46000, 48500-50300, 60000-80000 kc., 50 w.

KOCW, Chickasha, Okla.—Granted temporary renewal of license pending installation of new equipment and approved frequency monitor.

Set for hearing: KGHI, Little Rock, Ark.—CP to make changes in equipment, change frequency from 1200 to 570 kc., and increase power from 100 to 500 w.; WGN, Chicago—CP to make changes in equipment and to increase operating power from 25 kw. to 50 kw.

WOQ, St. Louis—Granted oral argument before the Commission en banc for May 3.

WQAM, Miami, Fla.—Granted special temporary authority to reduce hours of operation from unlimited to specified hours to June 1.

WQBC, Vicksburg, Miss.—Granted modification of special temporary experimental authority to reduce hours of operation from unlimited to specified hours until May 1.

APRIL 21

KICA, Clovis, N. M.—Granted CP to move station locally; also granted authority to cease broadcasting until new transmitter can be built.

WFDF, Flint, Mich.—Granted consent to voluntary assignment of license to Flint Broadcasting Co.

WEBR, Buffalo, N. Y.—Granted authority to use auxiliary transmitter for one week while overhauling main transmitter.

KFQD, Anchorage, Alaska—Granted renewal of license for regular period, 1230 kc., 250 w., hours daily from 6 p.m. to midnight, LST.

WMSG, New York—Granted special temporary authority to operate the radio transmitting apparatus of WCDA from May 1 to Nov. 1.

WBNX, New York—Granted special temporary authority to operate the radio transmitting apparatus of WCDA from May 1 to Nov. 1.

Set for hearing: NEW, Philip J. Wiseman, Lewiston, Me.—CP for new station to operate on 640 kc., 500 w., limited time; NEW, William L. Slade, Hamilton, O.—CP for new station, 1420 kc., 100 w., unlimited time (facilities of WHBD); WCAL, Northfield, Minn.—CP to change equipment and increase day power from 1 kw. to 2½ kw.

Oral arguments in re KTAR Broadcasting Company's application (Ex. Rep. 456) and re application of Robert M. Riculfi, Tucson, Ariz., KVOA (Ex. Rep. 464) will be held May 31 before the whole Commission.

WBAX, Wilkes-Barre, Pa. (Ex. Rep. 466)—Denied application for CP to change frequency from 1210 to 930 kc., increase power from 100 to 250 w., and change hours of operation from specified hours to unlimited, sustaining Examiner Pratt.

NEW, C. C. Crawford, Haynesville, La.—Application for facilities of KWEA, heretofore set for hearing, withdrawn from docket and returned to applicant.

Don Lee Broadcasting System, Los Angeles—Denied "motion to vacate and rescind order to take depositions" in re application of James McClatchy Co., KFBK, set for hearing.

WFEA, Manchester, N. H.—Granted continuance of hearing to May 16, on application from Maine and Vermont for use of 1340 kc. channel.

WENC, Americus, Ga.—Granted 60-day authority to operate unlimited time during silence period of WAMC.

WAMC, Anniston, Ala.—Granted special authority to remain silent for a period of 60 days.

APRIL 25

KFNF, Shenandoah, Ia.—Granted extension of special authority from May 1 to June 1, to use time assigned to but not used by KUSD and WILL.

KTSA, San Antonio, Tex.—Granted modification of license to reduce D. power from 2½ kw. to 1 kw. and to increase time to unlimited (facilities of KFUL).

KFUL, Galveston, Tex.—Granted consent to voluntary assignment of license to Southwest Broadcasting Co.

WBAL, Baltimore, Md.—Granted extension of synchronous operation with WJZ to 5:30 p.m. April 29.

WSUI, Iowa City, Ia.—Granted special temporary authorization to operate from 4 to 6 p.m., CST, May 3, 5, 15 and 19, and from 10 p.m. to 12 midnight, CST, May 12.

W9XK, Iowa City, Ia.—Granted renewal of experimental visual broadcasting license, frequency 2000-2100 kc., 100 w., to Nov. 1.

Set for hearing: NEW, Radio Investment Co., Inc., Newark, N. J.—CP for facilities of WBMS, 1450 kc., 250 w.; shares 1/4 time with WHOM.

APRIL 28

WSEN, Columbus, O.—Granted CP to move transmitter locally.

KUOA, Fayetteville, Ark.—Granted consent to voluntary assignment of license to KUOA, Inc. Granted modification of license to change frequency from 1390 to 1260 kc. and increase hours of operation from specified to unlimited D. Also CP to install new equipment and move transmitter locally.

KOA, Denver, Colo.—Granted modification of CP to extend completion date from May 17 to Nov. 17.

GLOSSARY

CP—Construction permit.	KC—Kilocycles.
LP—Limited power.	KW—Kilowatts.
LS—Power until local sunset.	D—Daytime.
LT—Limited time.	W—Watts.

Ex. Rep.—Examiner's Report.
G.O.—General Order.

WDGY, Minneapolis, Minn.—Granted license covering installation of new equipment, 1180 kc., 1 kw., LT.

KREG, Santa Ana, Cal.—Granted authority to install automatic frequency control.

WHAM, Rochester, N. Y.—Granted modification of license to the former main transmitter as auxiliary.

KLPM, Minot, N. Dak.—Granted renewal of license, 1240 kc., 250 w., specified hours of operation daily.

KSTP, St. Paul, Minn.—Granted renewal of license for the regular period, provided station is to be operated on an experimental basis, and that licensee will reduce its power to 10 kw. day and night at any time without a hearing, upon 10 days' notice.

WARD, Brooklyn, N. Y.—Granted temporary renewal of license, subject to such action as the Commission may take on pending application for renewal, and designated application for hearing.

W1XAV, Shortwave & Television Laboratories, Inc., Boston—Granted renewal of visual broadcasting license to July 1, 1933; 1600-1700 kc., 1 kw.

W1XG, Shortwave & Television Corp., Portable—Granted renewal of visual broadcasting license to July 1, 1933; frequency 43000-46000, 48500-50300, 60000-80000 kc., 200 w.

W9XAO, Western Television Research Co., Chicago, Ill.—Granted renewal of visual broadcasting license, 2000-2100 kc., 500 w.

Set for hearing: NEW, Raymond M. Brannon, Fremont, Neb.—CP for new station, 1500 kc., 100 w. D; facilities of KFOR; WABI, Bangor, Me.—Modification of license to increase hours of operation from specified to U; WFI, Philadelphia—Modification of license to increase power from 500 w. to 1 kw. (shares with WLIT); WLIT, Philadelphia—Modification of license to increase power from 500 w. to 1 kw. (shares with WFI).

WCAH, Columbus, Ohio—Granted special temporary experimental authority to operate U and simultaneously with WHP, WOKO, WHEC-WABO and WFEA, pending decision on the hearing of application of WCAH, but no later than Nov. 1, 1933.

WHEC, Rochester, N. Y.—Granted special experimental authority to operate U time and simultaneously with stations WOKO, WHP, WCAH and WFEA on 1430 kc., pending decision on hearing of application of station WHEC-WABO, but not later than Nov. 1, 1933.

WHB, Harrisburg, Pa.—Granted special temporary experimental authority to operate D except during those hours specified in license of station WBAK, and simultaneously with WCAH, WFEA, WOKO and WHEC-WABO, pending decision on hearing of application of WHP.

WOKO, Albany, N. Y.—Granted special temporary experimental authority to operate U and simultaneously with WHP, WCAH, WFEA and WHEC-WABO on 1430 kc. pending decision on hearing of application of WOKO, and not later than Nov. 1, 1933.

WJSV, Alexandria, Va.—Granted special experimental authority to operate for 90 days from May 1, 1933, at present location, Mt. Vernon Highway, near Potomac Yards.

WHEC, Rochester, N. Y.; WOKO, Albany, N. Y.; WHP, Harrisburg, Pa.; WCAH, Columbus, O.; WFEA, Manchester, N. H.—Hearing set for May 15, involving the 1430 kc. frequency, continued indefinitely.

The following applications, heretofore designated for hearing, were dismissed at request of applicants: KQW, San Jose, Cal.—CP, 1010 kc., 1 kw. day; 1 kw. night, experimental, U; NEW, Hart and Parsons, d/b as Gateway Broadcasting Co., Roanoke, Va.—CP, 1410 kc., 250 w., share with WHIS; KFAC, Los Angeles, Cal.—Modification of license 780 kc., 500 w., 1 kw., LS, U.

Action on examiners' reports: WMBH, Joplin, Mo. (Ex. Rep. 462)—Granted modification of license for specified hours on 1420 kc., 100 w. night, 250 w. LS, reversing Examiner Pratt.

WEBR, Buffalo, N. Y. (Ex. Rep. 465)—Denied modification of license for authority to operate two transmitters alternatively, to permit regular use of the 100-w. transmitter during nighttime and the regular use of the 250-w. transmitter during D, sustaining Examiner Hyde.

Ratification of acts of Commissioners: WMAL, Washington—Granted extension of 30 days from March 14, 1933, of program tests. (Action taken April 23.)

Examiners' Reports . . .

WNBO, Silver Haven, Pa.; WCAE, Pittsburgh; WHBC, Canton, O.—Examiner Hyde recommended (Report 471; Dockets 1685, 1754 and 1829) that application of WNBO to move to Monongahela, Pa., with unlimited time, be denied and that applications of WCAE to move transmitter locally and of WHBC to install new equipment with 100 w., be granted.

WBHS, Huntsville, Ala.—Examiner Pratt recommended (Report 472; Dockets 1870 and 1976) that application for renewal of license be denied and that application for consent to voluntary assignment of license to Radio Station WBHS, Inc., be granted.

WAPI, Birmingham—Chief Examiner Yost recommended (Report 473; Docket 1896) that application for extension of commencement and completion dates of modification of CP be granted as of June 17 and Dec. 17, respectively.

Stalling for Time, ASCAP Considers Parley with Baker

Society's Action Kept Secret Pending Report to NAB

APPARENTLY stalling for time until the courts adjourn this summer, the board of directors of the American Society of Composers, Authors & Publishers met in New York April 27 to consider the possibility of reopening negotiations with broadcasters for readjustments of radio royalty fees.

E. C. Mills, ASCAP general manager, declined to divulge the board's action to BROADCASTING, declaring that he had not yet communicated with Newton D. Baker, special copyright counsel of the NAB, who had said he would negotiate only on condition that a "per piece" method be substituted for the present percentage-plus-sustaining-fee basis. It is generally believed, however, that the board would like to see further conferences between Mr. Mills and Mr. Baker.

Reason for Stalling

ASCAP, it is apparent, fears litigation against it by the broadcasters or by the Department of Justice or Federal Trade Commission. By prolonging negotiations for a few weeks more, until all federal courts are in summer recess, the Society would not have to worry about any suits until next fall. On Sept. 1, under the present ASCAP contracts, broadcasters must pay an increased royalty of 4 per cent of their "net receipts", plus a sustaining fee; for on that date the second year of the three-year contracts begins.

This new turn in the copyright controversy developed after an NAB delegation, headed by President Alfred J. McCosker, walked out of a conference with Mr. Mills April 4, when the ASCAP official said there would be no revision of contracts "except upward". Thus turned away, the NAB officials decided to embark upon a three-point program to release the industry from the ASCAP stranglehold.

Baker's Ultimatum

MR. MILLS, however, immediately afterward communicated with Mr. Baker and informed him of his purported readiness to talk over matters. In reply, Mr. Baker stated he would be willing to talk only if it were understood in advance that the basis of negotiation would be toward a "per piece" plan whereby broadcasters would pay a nominal fee only on the compositions used. He demanded also that, during the working out of such a plan, the present scale of royalties be amended so that the percentage would be payed only on receipts from programs actually using ASCAP music.

The ASCAP board met to consider this proposition. If past actions of the board can be accepted as a criterion, it is certain that it authorized Mr. Mills to negotiate with Mr. Baker, with the primary objective of stalling for time.

Mr. Mills told BROADCASTING in response to its long distance phone inquiry that he would write to Mr. Baker in detail about the board's action. Any announcement, he said, should come from the NAB counsel.

Suit Held in Reserve

IT IS understood that NAB already has made a preliminary draft of a suit to be filed against ASCAP. Moreover, it is known that the federal government has conducted a searching inquiry into the organization with a view to court action. Should it develop that the new negotiations between Mr. Mills and Mr. Baker are not acceptable, it is probable that a suit will be filed before the courts adjourn for the summer.

Election of officers of the Radio Program Foundation was delayed by the Mills-Baker deliberations. The NAB plan, however, is to proceed with that organization, regardless of the results of the new negotiations.

Freeman Lang Active

FREEMAN LANG, operating the Freeman Lang Transcription Studios and Radio Transcription Company of America (Hollywood headquarters) recently traveled to Chicago to install new audition equipment in the Chicago offices, managed by C. C. Pyle, in the Furniture Mart Bldg. On the return journey he stopped at St. Louis for an audition with the D'Arcy agency on the Anheuser-Busch Brewery account. Current list of Lang transcriptions include the Watanabe and Archie, Chandu, Black and Blue, Growing Up and Hi-Jinks series and 10 sustaining programs weekly under the Radio Transcription Co. banner.

WBBM Synchronization Stayed by Court Order

A STAY ORDER temporarily nullifying the Radio Commission's decision authorizing WBBM, Chicago, and KFAB, Lincoln, Neb., to synchronize experimentally on the 770 kc. clear channel was granted by the Court of Appeals of the District of Columbia April 28 on application of WGN, Chicago. WGN's appeal from the decision of March 24, alleged that interference would be caused and that the grant violated the Commission's regulations, particularly as the fourth zone is overquota.

The stay order remains effective pending determination by the court of WGN's appeal or until further judicial order. The synchronization, by wire control line, would have allowed WBBM additional evening time. Among other things, WGN counsel contended that unless the Commission order was stayed, all Chicago stations would "face an increased hazard" in protecting their facilities.

The court also granted the application of WNYC, New York City municipal station, for a stay of mandate in the case in which WMCA, New York, was granted full time on 570 kc., with the municipal station shifted to 870 kc. It was explained that WNYC plans to appeal to the U. S. Supreme Court for a review of the lower court's ruling.

Washington Court Holds KHQ Is Guilty of Libel

FOLLOWING the principle laid down by the Nebraska Supreme Court in the case of Attorney General Sorensen vs. KFAB, Lincoln, the Supreme Court of the state of Washington has held KHQ, Spokane, jointly liable with the speaker for alleged defamatory utterances over the station. The KFAB case, which laid down a principle dangerous to broadcasting, is to be carried to the United States Supreme Court for final adjudication.

In the KHQ case, the state court upheld a decision of the Spokane county court awarding Sheriff Miles $1,000 in damages for defamatory language allegedly spoken over the station. Louis Wasmer, owner, Charles G. Lantry, announcer, and William H. Castner, advertiser, were held jointly liable. Mr. Castner, a newspaper publisher, in a broadcast he had prepared, accused the sheriff of reselling confiscated stills. The court held that as a matter of fact the sheriff had destroyed them.

WJSV Extension

WJSV, Alexandria, Va., CBS Washington outlet, has been granted a 90-day extension from May 1 for experimental operation at its present location. The Navy Department had protested against interference caused by the 10 kw. station with the operation of its experimental stations at the Naval Research Laboratory, at Bellevue, D. C., but CBS installed a new directional antenna which apparently has corrected the condition to the Navy's satisfaction. The extension was granted with the understanding that if, at the end of the period the interference is not completely remedied, WJSV must seek a new site for its transmitter.

Net Again Delayed

PLANS for the formal opening of the Amalgamated Broadcasting System, Inc., network, headed by Ed Wynn, Broadway and radio comedian, remain indefinite. Several times postponed, the opening last was predicted for May 1. While details of the financial backing for the Wynn project, which contemplates ultimate establishment of a nation-wide network, have never been divulged, it is reported unofficially that Arthur Gardner, reputed to be a Detroit millionaire, is heavily interested.

Radio Subcommittee

REP. BRIGGS, (D.) of Texas, has been named chairman of the radio subcommittee of the House Merchant Marine, Radio & Fisheries Committee, according to an announcement April 16 by Chairman Bland, of Virginia. Other Democratic members of the subcommittee are Reps. Willford, Iowa; Crosby, Pa.; Ramspeck, Ga., and Brown, Ky. Republican members are Lehlbach, N. J. and Edmonds, Pa. Also serving on the subcommittee but having no vote is Delegate McCandless of Hawaii.

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A buying public in excess of 2,000,000 people with more than 300,000 radios in their homes live within the primary coverage of the MASON DIXON RADIO GROUP.

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Write today. You will receive by return mail a descriptive booklet covering the group's activities, as well as any specific marketing information desired.

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A thousand watt station, serving a radius of from 50 to 75 miles, its primary coverage area includes the cities of Baltimore, Washington, Reading, Harrisburg, Pottsville, Lebanon, Shamokin, Hagerstown, Waynesboro, Chambersburg, Gettysburg and York.

WDEL—Wilmington, Del.

Has a radius of from 20 to 40 miles. Within its primary coverage area are Wilmington and the State of Delaware; Chester, West Chester, Oxford, Coatesville, Pennsylvania; Elkton, Bel Air, Perryville, Havre de Grace, Chestertown, Maryland and Bridgeton, Salem, New Castle, Penns Grove, Bridgeport, Hammonton, New Jersey.

WGAL—Lancaster, Pa.

Has a radius of from 15 to 20 miles. Within its primary coverage area are the cities of Lancaster, Coatesville, Lebanon, the rich county of Lancaster and portions of the counties of York, Dauphin, Lebanon, Berks, Chester, Pennsylvania and Harford County, Maryland.

WAZL—Hazleton, Pa.

Serves a radius of 15 to 18 miles. Within its primary coverage area lie portions of the rich anthracite counties of Luzerne, Carbon, Schuylkill, Columbia, Sullivan, Wyoming, Lackawana and Monroe and the cities and towns of Hazleton, Shenandoah, Mauch Chunk, Tamaqua, Mahanoy City, Berwick, McAdoo and Freeland.

WILM—Wilmington, Del.

Has a radius of from 15 to 18 miles. Within its primary coverage area are Chester, Pa. and Wilmington, Del.

Address All Inquiries To

MASON DIXON RADIO GROUP, Inc. Lancaster, Pa.

C. R. McCollough, *Genl. Mgr.*

5 MINUTES—NO MORE, NO LESS

Networks Believed Ready for Ultra-Short Program As New Source of Badly-Needed Revenue

By PETER DIXON

TWO YEARS ago this writer had his name on the jacket of a book called "Radio Writing", which had to do with the technique of preparing material for broadcasts and also contained a number of predictions of future developments in continuity. One paragraph may be quoted here:

"The tendency in programs, especially programs of a dramatic nature, is to make them shorter and shorter. A few years ago there were more dramatic programs lasting sixty minutes than there were half hour broadcasts. Then the half hour program became popular. Recently the 15-minute broadcast has assumed first place, especially when it is continued day after day and the story is serialized. Nor will this shortening of the episode stop at fifteen minutes. This writer believes that within the next two years there will be a great demand for programs of five-minute length."

A Bid for Business

THE DEMAND for five-minute programs exists today and several examples are on the air. There have been five-minute broadcast periods on smaller stations for months, but they have been little more than lengthy commercial announcements. Station WOR, Newark, has made time available for sponsored broadcasts five minutes in length and a number of the electrical transcription makers are turning out five-minute disks.

Before July 1, unless unexpected sources of revenue are developed, the networks are expected to sell time to advertisers in five minute units. The division of the hour into units smaller than 15 minutes is something the networks do not want to do. Five and ten minute programs will add many complications to an already complicated job. But revenue is bady needed by the networks, and a bargain counter of five minute program spots may bring in that revenue.

Advertising agencies, too, don't want to be quoted on shorter programs. Said one advertising man, with the request that he be not quoted by name:

"Five-minute programs will help a lot. All of us have clients who are interested in radio but who don't want to spend the money necessary to give it a fair trial. If we could offer a five-minute program, some of them would go on the air immediately and a certain percentage would probably buy more and more time in the future."

Arguments against the five-minute program are many and some of them are very logical. Picking up and dropping networks every five minutes will increase chances of mistakes. Bookkeeping will be more complicated. More studios will be needed, and there will be necessarily more confusion throughout the broadcasting station. That five-minute time periods will be sold without restriction seems unlikely. WOR limits the five-minute programs to certain hours in the morning, a short period at noon and to the half hour before 7 p.m.

The program experts aren't enthusiastic about five minute radio shows. Nor are the directors of feature pictures enthusiastic about one and two reel comedies and novelties, but the shorts are making money for the movie companies and that is what matters these days.

Listener's Viewpoint

THE LISTENER who will either suffer or benefit most from the five minute program when it arrives, isn't in a position to offer an opinion on the shortened broadcast. He probably won't like the type of broadcast already on the air, which is nothing more or less than a dramatized sales talk. On the other hand he rather enjoys the five-minute musical program which offers more than four minutes of melody and less than a minute of sales message.

This writer believes that the five-minute program is entirely practical from an entertainment standpoint. Actually, the five minute entertainment unit has been demonstrated and the listeners like it. The Fleischman hour, featuring Rudy Vallee, is really a series of five minute episodes.

Careful planning, cooperation between the advertisers buying time within the same half hour or hour and a willingness to be content with very brief commercial announcements should make six five-minute programs sponsored by six different advertisers just as entertaining as a half hour sponsored by one advertiser.

Dozens of practical five minute programs suggest themselves. The serialized mystery or romance can be done in five-minute daily episodes. Comedians of the Cantor, Benny or Burns-and-Allen type would be appreciated in five minutes of foolishness. Harmony trios and instrumental novelties are natural selections for short periods.

Canada Reallocates

(*Continued from page 12*)

with the reallocation assumed its own call letters, CRC, so that the stations it recently purchased from the Canadian National Railways will hereafter be known as CRCV, Vancouver; CRCO, Ottawa, and CRCA, Moncton, N. B. These calls were lent to Canada by the Portuguese government, which had them by international treaty.

In Parliament April 22 the radio budget estimates were considered, along with questions from the floor as to why the Canadian Commission has barred the Judge Rutherford broadcasts. Included in the estimates was an item of $225,000 for new construction in western Canada, which may be an indication that Canada intends to erect one or more of the 50,000 watt stations there that are authorized under the U. S.-Canadian wave agreement of last year.

While the expenditures of the radio commission are covered by license fees of $2 per radio, it is necessary to vote money for the use of the Commission in Parliament since the license money is paid direct to the national Treasury. One million dollars were voted to the Commission, the largest item of which was $400,000 for programs. The rental of land lines for chain broadcasts is estimated to cost the Commission $200,000 for the year, while the three stations taken over by the Commission are being paid for this year at a cost of $50,000 to the Canadian National Railways.

Salaries for the Commission and expenses for the year must be covered with the remaining $125,000. There are about 30 on the staff, including engineers, operators and clerks. The salaries of the three commissioners are $10,000 for the chairman and vice-chairman and $8,000 for the third commissioner.

Hollywood Studio

TO SERVE as key studio for the NBC Hollywood on the Air program and for other programs originating in Hollywood, RKO has started construction of a broadcast studio on its lot in the film center. Lloyd Yoder, NBC public relations director in San Francisco, was in Hollywood in April to confer with John Swallow, head of RKO broadcast activities. Decision to build the studios is believed to be partly the result of the recent visit of M. H. Aylesworth, president of NBC and RKO.

RCA

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66 BROAD STREET NEW YORK, N. Y.

Newspaper-Radio Promotion

(*Continued from page 6*)

instill enthusiasm in REGISTER and TRIBUNE carrier salesmen. Each Saturday afternoon the "Adventures of Joe Warner" is presented. The roles in these fast moving skits are taken by carrier boys. For ten weeks the programs included music by the newsboys' brass band.

For a time, various departments of the newspaper were visited by announcers with mikes. The hustle and noise and colorful background of work in the editorial, mechanical and business offices were described in order to instill in the carrier boys the drive and energy of the newspaper plant.

About 80 plugs a week are given the advertising department. These are sandwiched into spot musical programs or between network programs. They are divided between want ad promotion and straight institutional blurbs and are of a practical nature, compelling and certain to attract attention.

One will call attention, for example, to an advertiser who wants to exchange a cow for a washing machine. Another adroitly calls attention to a new feature of state interest appearing on the feature pages. In the news broadcasts, given three times daily, are scattered 100-word announcements sometimes tying in cooperative promotion activities of the papers and local theaters.

KSO for several weeks carried interviews with passersby from in front of the REGISTER and TRIBUNE building. Crowds about the mike attracted the attention of a restaurant proprietor across the street. Within a day or so the whole setup had been moved into his place of business on a commercial contract.

A KSO mike recently brought to Des Moines lively debates on the floor of the state legislature senate.

Throughout all these activities, whether it be the broadcasting of news from the studio or of the state senate in action, the policy always is to "tease" the listener with a lead or enough of the details of the story to arouse his interest in the full details to appear in the next edition of one of the two papers.

Trade Show Plans

RADIO and Music Trades Association of Southern California has announced a radio and electrical show in the Shrine Civic Auditorium, Los Angeles, May 14 to 17. Although complete organization plans were not released for publication, it is understood Los Angeles broadcasters will unite in advertising the show and stage personal appearances of radio talent. Under the original plan, as outlined to the broadcasters meeting in April, the radio stations will receive 50 per cent of the profits from the show for their efforts to put over the event.

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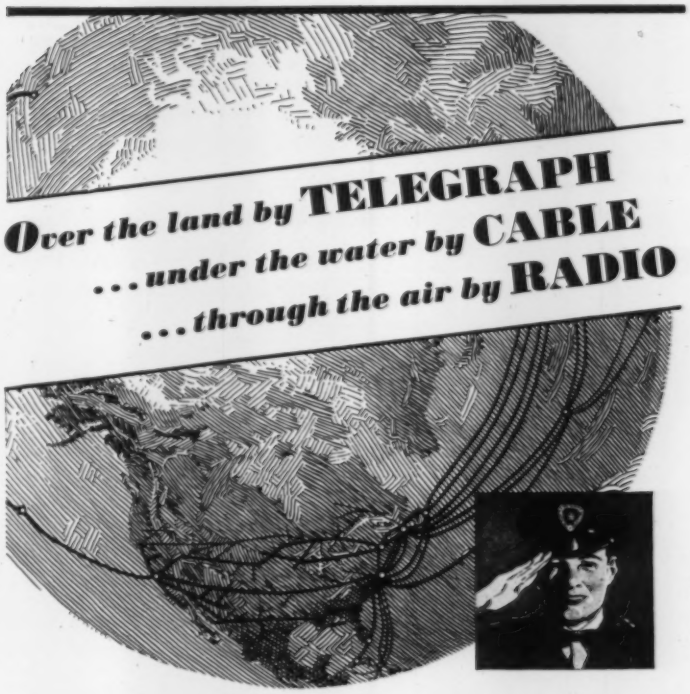

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The Other Fellow's Viewpoint...

Patent Threat

To the Editor of BROADCASTING:

We wish to call your attention to a letter received by this station from Wired Radio, Incorporated, 60 Broadway, New York City, to which was attached a very large list of patents which that company claims to own, some of which they accuse us of infringing. They offer to license this station to use this list of patents for a fee of $25 per month.

WIS owns and operates a Western Electric 304-A transmitter and is protected by the manufacturers against any claims of patent infringement which may arise as the result of operation in the manner for which the equipment was intended.

The broadcasting industry has suffered from so many patent and copyright claims that we fear that some ill advised station owners may rush into an agreement through fear of infringement penalty where no infringement exists.

Although the above firm claims to have investigated our operation of WIS we seriously doubt their statement inasmuch as it would have appeared advisable for them to have raised their claim of patent infringement with the manufacturers of our transmitting equipment had they been aware of the equipment in operation.

* * *

Under date of April 14th I advised Wired Radio, Incorporated, that they would have to be very specific in pointing out alleged infringements. Today I have received a letter from Mr. C. W. Hough, president of Wired Radio, Incorporated, in which they state they are basing their opinion on our published statement that our station uses "automatic crystal control", which their patent counsel advised involves the use of patents owned by Wired Radio, Incorporated. They also point out that because we operate on the National Broadcasting Company network that they wish to call our attention to "U. S. A. Patent Gauthier 1552919, Claim 1/5 and 24"; thus, insinuating that they control patents which would prevent our providing NBC programs in the standard manner now used by A. T. & T., unless we subscribed to their patent license.

G. RICHARD SHAFTO,
General Manager, WIS,
April 14, 1933. Columbia, S. C.

"Agin Clapter"

To the Editor of BROADCASTING:

May I offer a still, small voice of protest against the "audience" stuff now being foisted on innocent listeners who are trying to enjoy the latest programs of the theatrical show type? Somewhere recently, I read a similar feeble, protest against the annoyance of the interference by claques with otherwise very excellent programs. It seems to me altogether unnecessary to broadcast the audience noises with comedy and other species of variety programs. If the program really has innate merit, humor and listener appeal, it is quite unessential to mess up the broadcast with extraneous applause noises. When the artists pull a good one, let the listener enjoy the performance undisturbed by the overwhelming background noise of guffaws and "clapter". Infection of mass humor and applause is not so happily transferred through the ether.

When television comes, we'll enjoy hugely the applause of the audience because we shall be able to see the physical reactions and readily imagine ourselves as component parts of the crowd. Radio program producers, it seems to me, are using poor psychology when they attempt to force a listener's auditory reactions into some semblance of visual verisimilitude while the listener is depending wholly for his pleasurable reaction upon auditory sensations of the performance proper.

The audience business is being badly overdone and I pray for a relief therefrom. If a joke, or a musical number really is good, I do not need an unseen audience with its applause to stimulate my risibilities or my appreciation of a good musical performance.

Although I appreciate, fully, the fact that this protest shall not be of any avail, nevertheless I feel it is my duty to protest.

NELSON T. STEPHENS,
SHEPPERSON, BIRNIE & STEPHENS,
Advertising, Richmond, Va.
April 25, 1933.

Train Station

WHAT is said to be the only broadcasting station regularly operated on a railway coach is the Class B station now in service on the Victorian State Railways in Australia. A coach has been rigged up for studio and control equipment, and the antenna is strung along the train. Its radius is 50 miles, and the purpose is to furnish service to outlying sections which have no broadcasting stations and no regular program service.

Useful Tip

To the Editor of BROADCASTING:

I thought you would be interested to know that as a result of a small item which appeared in one of the issues of BROADCASTING Magazine, we have been able to make a sale.

In your issue of January 15 there was a story about a Church Choir Contest, broadcast over KMOX, St. Louis. We took this item to the Griffith-Consumers Company, coal merchants of Washington. Today we have Griffith-Consumers Company under contract, which started April 24. They are broadcasting one-half hour weekly on Mondays, from 8:30 to 9 p.m.

This is just more proof that your magazine is very valuable to those engaged in the sale of broadcasting time.

VINCENT F. CALLAHAN,
Assistant to the Vice President,
NBC Station WRC,
Washington, D. C.
April 27, 1933.

California Radio Bill Fought by Broadcasters

CALIFORNIA broadcasters are up in arms against a state senate bill which would delegate powerful authority over broadcasting to a state radio bureau. The bill was introduced by Senator Duval, of Ventura county (where the VENTURA FREE PRESS wages its fight on radio) but it was tabled after strong protests. It would have set up a $4,500 a year state radio dictator and staff with power to censor radio programs and advertising. The dictator would even be empowered to cancel a license granted by the Federal Radio Commission. California stations would be taxed at the rate of 40 cents a year per watt. The Pacific Radio Trades Association in San Francisco presented a resolution protesting against the bill to the senate committee on governmental efficiency, charging that the measure is discriminatory and prejudiced, a duplication of federal authority and unconstitutional.

Broadcasters signing the resolution were: Harrison Holliway, KFRC; Ralph Brunton, KJBS; Don E. Gilman, NBC; P. D. Allen, KLX; W. A. Miller, KROW; Bob Roberts, KTAB; John Geisen, KFWI; R. J. Craig, KGGC; Fred J. Hart, KQW; Staff Warner, KLS. In addition, G. W. King, of KFWB, Leo Tyson, KHJ, and Guy Earl, KNX, went to Sacramento to oppose the bill.

El Paso Bar Condemns Court Trial Broadcast

FOLLOWING the recent broadcast of a murder trial by KTSM, El Paso, the El Paso Bar Association adopted a resolution denouncing the broadcasting of court trials. Judge W. D. Howe permitted installation of the KTSM microphone when neither the state nor defense counsel raised an objection.

The American Bar Association some time ago took a stand against the broadcasting of court hearings. Soviet Russia makes a practice, as in the recent sabotage trial of the Britons, of transmitting every detail of important trials to the entire country. In this country permission to install microphones is still granted in some states and localities despite the American Bar resolution.

Sales Tax on Time

A TWO PER CENT sales tax on gross receipts of broadcasting stations is levied under the Oklahoma sales tax law, signed by the Governor April 18. The law specifies that the tax shall be levied "upon all sales of service in radiocasting, whether in the transmission of messages or otherwise, or in the leasing, hiring or renting of radiocasting equipment or facilities." The law also places a similar tax on electricity, except that it shall be 1 per cent in cases where current is sold for industrial purposes. Newspapers are not mentioned in the legislation, and therefore are presumed to be exempted.

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